

“How to Reverse the Google Slap for Free Google Traffic”

# “How to Reverse the Google Slap for Free Google Traffic”

By Daniel Pereira



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Now, I am not a doom-and-gloom type of guy, and this is not a doom-and-gloom type of book. I present in this book ways for generating extra website traffic and income in this industry that are low risk but that require some effort. There have been online businesses that have been dramatically affected by the “Google Slap.” I have designed this book as a guide in order to share with you ways that I and many other online businesses have been able to overcome this Google Slap in order to be able to pay lower amounts of money for their online advertising while starting to drive some free traffic to their websites. Even though these techniques have worked for a majority of people that have used them, there are no promises expressed or implied that you will overcome the Google Slap or start driving more traffic to your website through these techniques.

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# My Google Slap Horror Story

## Google Wouldn't Slap *Me*.

Hello, it's me Daniel Pereira, your fellow internet marketer. I was very frustrated with Google until I discovered a few simple tactics that started giving me free Google traffic. You see, I had been enjoying internet marketing as a career for a while when I had first heard of the “Google Slap,” and I had also become very familiar with Pay Per Click advertising, in fact, almost 100% of my traffic came from paid search listings through Google. I didn't pay too much attention to this concept of a “Slap,” and the main reason for this was because I *knew* that I hadn't been slapped. I also *knew* that it would probably never happen to me. I thought to myself: “Why would Google slap me? I only advertise for keywords relative to my site's content.”

Now, you better believe that I got slapped by Google like many internet marketers, and it turns out that the thoughts to myself were very, very wrong. Google *did* decide to include me in their slap, and it couldn't have come at a worse time...

## I Had To Have It!

My story of how I got severely slapped by Google starts when I was just a kid. I was the kid in the neighborhood that would run around to all of the neighbor's houses asking for yard work. You see, I had a dream of owning my own Nintendo Entertainment System, and my parents wouldn't fork out the \$100 in order to buy it for me. Naturally, I had to employ all ways possible in order to earn my NES, that's just the type of person I am. I had to achieve my goals. Of course, after I achieved my goal of obtaining a NES,

I had to earn more money and create new goals in order to purchase the \$30 and \$40 games.

As you can see, my ambitions for creating ways to earn money and for owning my own businesses started as a kid, and those ambitions eventually found their way on the internet. For years I had only used the internet to learn information, and I was constantly growing my offline businesses without much consideration for the money making opportunities found across the web. Eventually, I started a few retail websites on the web that have been fairly successful. After learning and growing those businesses for a few years, I decided I wanted to give the selling of information across the web a try. So, I WORKED FOREVER on my first eBook.

Now, I realize that this book is targeted towards my fellow internet marketers, and I kind of hesitate when I consider revealing the topic of my first eBook. After some consideration, I determined that it would be O.K. to share with you what was the topic of my first eBook. Besides, everyone has to start somewhere right?

### **You Wrote About What?**

O.K., as embarrassing as it sounds to me, you may not think it's that bad: My first eBook was actually an eBook on grocery savings. You see, I was part of a network marketing company (which pretty much flopped) that taught people multiple ways to save money. When people used our systems, it was saving them upwards of \$600 per month. It really wasn't a bad system, but the company failed for a number of reasons which I won't get in to. Also, I thought that creating this eBook would turn out to be a great lead generation system, and the truth of the matter is that it *was* a great lead generation system.

O.K., when I finally had everything in place, ready to launch this website, I naturally went to Google AdWords in order to set up yet another campaign



for my online advertising. I was so ecstatic, pumped, and excited to launch my website! I was ready to generate massive amounts of leads for my company through people who would hand me money in order to become my prospect! It is honestly one of the best money making systems that I have learned of as a networker and internet marketer.

Day One: The day I launched my site was a huge relief for both myself and my wife. I even made my very first sale of my *own* digital product on that day. I gladly paid Google for the 264 visitors that visited my site and started to grow my double-opt-in list of fresh leads.

Day Two: The party ended. After getting 61 visitors to my site that day, I had become victimized. I was now a “Google Slap Victim.” I couldn’t believe that Google wanted \$1.00, \$2.00, \$5.00, and \$10.00 for the same clicks that I had received the previous day at only 15, 20, and 25 cents per click! I was so angry and frustrated that I cried. (no, seriously, I really cried)

After receiving some comfort from my wife, I decided that I needed to try my luck with MSN and Yahoo. They gladly accepted my money, but I didn’t receive nearly the same amount of visitors that I had received from Google. Basically, my business was cut in half the day after I launched.

# **A Bit of History about this Infamous Slap**

When people across the web say that they have been “slapped” by Google, they are normally referring to an adjustment made with Google AdWords that penalizes or “slaps” advertisers who have landing pages or sites with little relevant content. You may also hear people speak of a “slap” when Google does other changes which may dramatically affect the amount of traffic driven to a person’s blog or site, but for the purposes of this book, we are referring to the Google AdWords Slap.

I believe this is probably the single thing that Google had done in order to actually hurt the most online businesses.

This slap started in July of 2006 and there are a few types of websites that were mainly affected. I think you’ll notice from this list a common denominator. Here are the most common sites affected:

- 1 page sales letter websites (just like mine)
- Squeeze page (or capture page) style websites
- Websites implementing what is called “AdSense Arbitrage”
- Affiliate style websites.

So, what’s the common denominator? Well, a lot of internet marketers who use these types of website forget to add something to these sites that is very important to Google: content. You can successfully create 3 out of these 4 types of websites and avoid getting slapped by Google if you simply decide to add content to these sites. The fourth type of website, that uses AdSense

Arbitrage is the type of website that I’m not too sure about, but if you try to implement this strategy (which I believe to be a flawed business model, anyway) while creating relevant content on your arbitrage sites, then my guess is that you could likely undo any slap, but I can in no way be 100% sure since many people believe Google is trying to crack down on this tactic.

O.K., so this whole Google Slap phenomenon has turned into a big ticket problem for internet advertisers across the web. The great news is that there are easy ways to fix this slap, but other internet marketers want you to believe that there are complex and difficult ways that you need to implement in order to fix things. I have personally seen products selling for \$197 and \$500 that teach you how to “fix” the Google slap and get on good terms once again with Google, but Dan Dimit and I, the authors of “The Free Traffic Formula” wanted to share this information with you today through this eBook without charging you hundreds of dollars. Let’s reverse that Google Slap to the point where Google starts GIVING US traffic for free...

## **3 Completely Different Slap Reactions**

Now that you see how the Google Slap took place and what kind of websites it was targeting, you'll easily understand why 3 completely different slap reactions occurred across the web. I did a bit of research in order to discover the different ways that people were affected by this Slap. A lot of this research was reading a number of different comments posted by people on blogs and forums. The following 3 posts describe the different slap responses that people had experienced by this Google Slap. These posts were written by different people across the web, and posts just like these ones can be found in numbers with a little bit of research. Here are the 3 posts:

#1

“I advertise my business through Google, and my website sales have stayed the same, and my costs have gone down.

Whatever they did worked for me.

THANKS ! Google!”

#2

“Apparently, Google thinks that NONE of my keywords are relevant and now I need to pay \$5 and \$10 per click.”

### #3

“Why does anyone pay for advertising with Google? If you know anything about SEO and work at it a bit, you get great placement for free. My web company comes up on the first page for all the terms I target and I've never paid Google a dime. I even get Google analytics for free. Seems to me you guys are wasting a whole lot of money.”

Wow! What different reactions! You've got 3 different groups of people here. One group tells you that their costs actually went down, the second group's cost skyrocketed (that was my group), and you have a third group of people wondering why people are spending so much money on AdWords when Google will advertise your business for free.

Let's take a moment to analyze these 3 different reactions:

In our first example, you have people saying that Google actually decreased the amount of money paid per click for certain keyword phrases. In this person's own words they said that “my website sales have stayed the same, and my costs have gone down.” How could this be? This was the Google Slap, not the Google charity event for internet marketers!

Actually, this example of how some people received decreased costs in their advertising proves that Google wasn't lying about their reasons for this Slap. You see, when Google finally decided to implement this Slap, they really just decided to implement Google AdWords guidelines that have been around for a while. You'll see what I mean by taking a quick look from those guidelines:

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“As part of our commitment to making AdWords as effective an advertising program as possible, we've outlined some site-building guidelines to better serve our users, advertisers, and publishers. We've found that when our advertisers' sites reflect these guidelines, two important things happen:

The money you spend on AdWords ads will be more likely to turn into paying customers.

Users develop a trust in the positive experience provided after clicking on AdWords ads (and this turns in to additional targeted leads for you).

Furthermore, following our site guidelines will help improve your landing page quality score. As a component of your keywords' overall Quality Scores, a high landing page quality score can affect your AdWords account in three ways:

Decrease your keywords' minimum bids

Increase your keyword-targeted ads' position on the content network

Improve the chances that your placement-targeted ads will win a position on your targeted placements... ”

In order to read the complete set of guidelines for Google AdWords, just visit the following link:

<https://AdWords.google.com/select/siteguidelines.html>

One of the most important promises that Google makes in this entire set of guidelines is that by following these guidelines you can actually “decrease your keywords' minimum bids.” If after implementing this Slap, if everyone's minimum bids actually increased, and nobody's decreased, then it would have been blatantly obvious that Google implemented this entire Slap for more monetary gain. My guess is that there would have been a few more lawsuits placed as well, and it would have been easier to prove in favor of our cases in court.

But, this wasn't the case! Therefore, Google actually can prove in court that they were simply enforcing their own guidelines when they implemented this Slap. Google can show us that there are a number of people with quality landing pages on their websites who actually received price decreases with this Slap.

O.K., now let's move on to our second example of the affects that this Slap had on people. Remember our little blog post? It's the classic example of what happened to a lot of us:

“Apparently, Google thinks that NONE of my keywords are relevant and now I need to pay \$5 and \$10 per click.”

With our current understanding that this Google Slap was simply an implementation of the Google AdWords guidelines, we can now see why Google felt they had the right to charge \$5 and \$10 per click. Google was simply trying to tell those of us with \$5 and \$10 rates that we simply were not following their guidelines, and if we wanted sane rates once again, then we would have to make some changes to our websites.

Now, my only question is that since we now understand what was going on, why couldn't Google be more consistent in telling us? Many victims of this Slap have contacted the employees at Google, asked them questions, asked for suggestions, etc. Did these employees know the answers? Nope! In fact, when I got Slapped by Google, I even had an employee at Google write an ad for me in an attempt to create an acceptable ad for Google. Things simply did not change.

I have one proposal for why the employees at Google did not know how to fix this Slap. You see, on many of the accounts where people got Slapped, I propose that the Google AdWords software was not capable of telling us the real reasons why our accounts were so greatly affected. For example, in my case, my account told me that the AdWords that I chose were of “poor quality” but my landing page was “O.K.” What it really needed to tell me

was that my landing page (or entire website) didn't appear to have enough of the right type of content for the AdWords that I was advertising.

Since the software wasn't able to tell me this, and since I suspect most of the employees at Google know nothing about creating websites, not only was I confused, but the employees at Google probably started feeling really inadequate as “AdWords Specialists.”

O.K., let's now look at and analyze the third type of reaction that people gave because of this Slap. In the example that we have, the person asks:

“Why does anyone pay for advertising with Google? If you know anything about SEO and work at it a bit, you get great placement for free.”

I admit that if I would have seen this statement a couple of years ago, then I would have completely ignored it because of my disbelief. In fact, many of us would do the same thing. This person attempts to make it sound like that getting Google placement for free is something that is fairly easy to do. Well, the truth of the matter is that it really *isn't* that hard to do and getting free Google placement is in no way “rocket science.”

Now, I will not sit here and tell you that getting Google placement for free is easy, and this is because it does require some work. But here is the thing: If you start to get some Google placement for free, you will kill two birds with one stone. First, you will successfully get Google to “like” your website. They will think that your website has good content and as a result they won't apply any slaps to your account. Second, you won't have to advertise as much with AdWords because you will start to get a good amount of your website traffic for free. In the future chapters of this book, we will tackle a few of the techniques in order for you to accomplish these goals.



# Pick Your Slap Results Quadrant

I have had the privilege of reading a few of the many books that Robert Kiyosaki has written for the business world, and this man is full of great ideas. There is one example that he uses in almost all of his books that teaches us very valuable concepts pertaining to the advantages and disadvantages of becoming an employee, self-employed business owner, big business owner, or an investor.

Just like Kiyosaki’s quadrant, you want to find yourself on the right side when you take a look at our slap results quadrant. There are advantages and disadvantages to being on either side of this quadrant, but if you want to have the best results with Google, and with your internet marketing, you will obviously want to be on the right side. Take a look:



## **“S” Is For Slapped**

There is one advantage that I can think of for deciding to stay in the slapped portion of our quadrant. If you want to do nothing about this Google Slap, then you can easily give up as an internet marketer and maybe try your luck running businesses offline. Honestly, internet marketing isn't for everyone. If you want to give up and fire yourself because “big bad Google was acting like a bully,” then that is fine with the rest of us. Really, it would just be less competition, right?

But, since you are reading this book, it is obvious that you want to continue as an internet marketer and move to the right side of our quadrant. In a minute we will discuss some sure-fire ways to set up your websites so that you never have to associate yourself with this “Slapped” quadrant again.

## **Quadrant E: Everything Is Fine**

Many of the people who have been slapped by Google really only want everything to go back to normal. They just wish that this Google Slap thing never happened. Also, many of the people who haven't been affected by the Google Slap which are in this quadrant are more than happy to stay in this quadrant. But, if they knew about their other two options, then they may discover greater potential as an internet marketer.

The first step to fixing the Google Slap is obviously going from the slapped quadrant to the “everything is fine” quadrant. There are a few simple steps that you will take in order to get back into this quadrant, and we will discuss these steps along with additional steps for you to get your feet wet in the other two quadrants in a moment.

## **Quadrant B: Brotherly Love**

From what we have seen, if you are in this category where Google actually decided to lower your AdWords costs, then you have likely done a lot of things right in the eyes of Google. Usually, the type of site in this category is the type of site who at least has practiced a small amount of Search Engine Optimization. Also, this type of website usually has at least 10 or more pages of great content, and some of these sites may even have 50 or 100 pages of content.

Google sees websites in this category as “real” websites. They see them as sites that have a good amount of content where people can go and get valuable information. These types of websites make people happy and therefore Google has decided that they like this type of website. If Google sees your site as a “real” website, then they will thoroughly enjoy having your business within Google AdWords. They will encourage your use with Google AdWords by rewarding you will lower costs per click when compared to other sites with less relevant content.

## **Quadrant I: Those Who Invest In Free Traffic Generation**

How jealous do we get when we pay Google 30 to 50 cents per click for slightly competitive keyword phrases, only to see that our direct competition has found their way to the top 5 positions within the organic search results? If you are anything like me, then you get VERY jealous.

I honestly used to think that these positions in the search engines would take years to achieve. I also had the false idea that one of the ways to achieve these results was through paying for Google AdWords long enough. The truth is that you can get massive amounts of free traffic through Google without ever spending a dime, and those who invest their time in free traffic generation know that you can create tons more traffic to your website than if you would have paid for that same traffic. Let me repeat that: You can

get TONS more traffic to your website while using free traffic generation techniques than if you only focused on Pay-Per-Click advertising.

Honestly, I get really excited about free traffic generation, and that is why Dan Dimit and I have created an entire website on these free traffic generation techniques. The biggest reason why I get so excited about these techniques is because if I spend 20 or 30 cents per click on advertising, then that is 20 or 30 cents that I have to incur as a business expense. I have to make sales just to pay for my advertising, but I am greedy and I want 100% pure profit from all of my sales. When I use the free traffic generation techniques that we teach in The Free Traffic Formula, I get to constantly keep almost 100% of our gross. We are going to discuss in these next chapters how to start getting some of this free traffic while reversing the Google Slap.

## **The One Thing I Did That Made Google Change Their Minds**

It wasn't 'til a few months after my Google Slap when I learned that there has been one common factor to the types of websites that had been affected. As you know, that common factor was that most of the sites affected had very little content. In my case, I had a one page sales letter in order to sell my first eBook. Supposedly, Google doesn't see a one page website as a very relevant website, even if you are selling a product that solves all of your website visitors' problems.

With my newfound knowledge, there was just one simple thing that I did that helped undo the slap that was delivered to me by Google. I set up a blog and started posting which added tons of new pages to my website. It was so simple! One blog post equated to an entire new page added to my website. Eventually Google started to spider my website more and more often since I started to generate pages and pages of content each week posting on my blog. If you have a one page sales letter website, then by just adding a simple blog to your website, you will more than likely undo any slaps that you have received by Google. Since I had no idea how to create a blog on my own, I just went to [www.WordPress.org](http://www.WordPress.org) and installed their free blogging software on my website.

While learning the basics to blogging, I started discovering more and more ways that allowed me to blog for free web traffic. After only a few weeks of

posting to my blog, Google decided that I had a lot more relevant content and once again allowed me to advertise my site for only 20 and 30 cents per click. In the slap reversal formula found in the next chapter, I will reveal the easy way of implementing a blog on your website, getting Google to spider, index, and rank your blog posts, and I will reveal how to blog for free Google traffic.

## The Slap Reversal Formula Revealed

This Slap Reversal Formula was designed so that you could reverse the Google Slap as easy as possible. The setup for this formula for your site should only take you about 8 hours worth of work, and then from there you will find a few easy steps in order to have your website back to good terms with Google, hopefully within just a few weeks. Here is the formula:

$$RS = (BM + RSSEO) \times Tools$$

What this is saying is that a Reverse Slap “RS” equals Blog Marketing “BM” plus Really Simple Search Engine Optimization “RSSEO” times Tools. What this means is that the leverage is in the tools. For example, if I attempt blog marketing and some simple search engine optimization, but if I don’t use the right tools, then I will have minimal results on my blog and with my search engine optimization. The tools and the steps for successful Blog Marketing and Really Simple Search Engine Optimization will be discussed through the duration of this book.

## **Dispelling Confusion with the Top Seven Search Engine Lies:**

A lot of people get really confused by the different marketing tactics that try and attract website owners who are interested in learning free traffic generation and more specifically Search Engine Optimization. Honestly, since the term Search Engine Optimization is a rather confusing term to people, I think that dishonest marketers use a few great search engine lies in order to try and sell and promote different traffic generation tools. I want to cover 7 great search engine lies that will save you time and confusion. When you learn of programs that promote these lies, you will know to ignore them and simply use the Really Simple Search Engine Optimization tactics that we will cover in a moment.

**Lie #1:** It is a good idea to pay for a service that submits your website to thousands of search engines

**Truth:** A large majority of people never use these services, but they still obtain great search engine rankings across the web. Also, there aren't “thousands” of search engines to submit to, and many websites report that Google, Yahoo, MSN, and Ask account for over 90% of the search engine usage across the web. If you follow normal search engine optimization



practices, your sites will appear in these and many other search engines without paying hundreds of dollars for this type of service.

Lie#2: Your most important factor for Search Engine Optimization are your meta tags

Truth: In the past, some of the search engines used meta tags in order to rank your pages, but today, it appears that most of the search engines use these tags as a “guide” to the other content that they should be finding in your webpage. You should still use meta tags on your web pages, but it is not the most important thing for your optimization.

Lie #3: Search Engine Optimization is a waste of time, I should just use pay-per-click.

Truth: Pay-Per-Click can do wonders for some businesses, and it can break the bank for others. The companies that take the time to use SEO in their website building can gain a huge advantage over other companies who only decide to pay for their website traffic.

Lie #4: A company can guarantee your search engine rankings

Truth: If a company says that they can guarantee your search engine rankings, then you better ask them how long they guarantee your top ranking spot. Many companies are learning how to temporarily improve search engine rankings, what you really need is a system that gives you long term search engine rankings.

Lie #5: Once you get to the top, you stay there for a while

Truth: The rankings for some search engines will change every hour. I have seen it with my websites and many others. If you use long term techniques for getting your search engine rankings, then you can maintain a top spot for years. If you use one of the many short term techniques for boosting your rankings, then you may wake up one day and never see your website at the top again.

### Lie #6: Ranking in Google is Hard

Truth: If you work on improving your search engine rankings day-by-day, then you can soon find yourself at the top of the rankings for the long haul. If you try to go from zero ranking to the #1 spot overnight, then this can be near impossible for many sites.

### Lie #7: You should build your site then worry about SEO

Truth: This is what boggles my mind with many companies. They may even say that they can get you high search engine rankings without changing your website. SEO is a process that should be considered during the construction phase of your website. You can easily build your site so that it can start to get natural search engine rankings over time, but if you do something silly like write your whole website using Flash, then you will need to make major changes to your website in order to start getting search engine rankings. It is best to consider SEO during the planning phase of your website. Make sure your webmaster knows some good SEO practices so the he can implement them DURING the construction of your website and not after.

O.K., so just don't fall for the hype. Companies will use these many different search engine lies for years to come. They will promote and sell services that try to use these different lies as selling points. SEO isn't rocket science but these different companies want you to think that it is, and this is how many of these companies make their money. Now it is time to learn some real SEO techniques.

# The Best SEO Advice I Ever Received

I am going to start off this chapter by making it really clear that I am no expert at search engine optimization, in fact, for a while I didn't know a lick of html and I had to have my brother-in-law create all of my websites for me. I do want to make one thing clear though, I will consider myself an expert at SIMPLE Search Engine Optimization tactics.

Also, I am now a whole lot better at writing my own websites and accomplishing many other feats on the web. For example, one of the things I have started to become known for is that fact that I am pretty dang good at getting free traffic for my websites (and maybe too good, Dan Dimit and I fear that a few of our competitors might start sending us death threats. No, really). And most of the methods that I use actually have nothing to do with SEO, but there is one little bit of advice that I have started to use for all of my websites that has easily been able to get me higher search engine rankings.

This little bit of advice involves creating a simple sitemap and submitting that sitemap to the search engines. From what I have seen, this is the number one thing that you can do in order to get Google and other search engines to start spidering your website for content.

When you set up your blog on your website, the search engines will start to spider your blogs frequently which will start to generate a whole lot of free visitors to your sites. This should start within just a couple of weeks after submitting a sitemap to Google. So, even if your website is completely new, this one technique can still work. This works because this is what most search engines WANT you to do in order to tell them that you have content on your site worth ranking.

Now, even if you have no idea how to create a sitemap, Google will make it easy for you by providing you with tools to create your sitemap. Also, if

you find this too difficult, then there is software across the web that you can use in order to create this sitemap. In order to learn, create, and submit a sitemap with Google, you simply just need to head on over to [www.google.com/webmasters/tools](http://www.google.com/webmasters/tools). And no, you don't need to be a real “webmaster” in order to figure out how to submit your sitemap.

Soon after you submit your sitemap to Google, you can log back into your webmasters account and start to see what portions of your website have been spidered by Google. You will also be able to see the top keyword phrases that your website has started to be ranked for. After you learn how the whole process works with Google, you can then head on over to Yahoo and other search engines and follow the same steps with their search engines.

If you don't want to deal with the hassle of figuring out how to submit a sitemap to Google, then there is a simple software program that you can purchase that will create sitemaps for you to submit to Google and other popular search engines like Yahoo. The cost for this software is \$50, but there is a free trial download. Try it out and if you plan on submitting other sitemaps to Google upgrade to the paid version. I think you'll find that the software will take some of the headache out of the art of submitting sitemaps. Here is the link:



<http://www.inspyder.com/products/SitemapCreator/?referrer=tff>

## **RSSEO**

People get really confused about this SEO stuff, and the main reason why is probably because there are a lot of companies out there that want to confuse you. They want you to think that search engine optimization is a hard thing to do so that they have a chance at charging you thousands of dollars for optimization that may only get you minimal results.

Some of the biggest tips I have received for search engine optimization have all worked, and since search engine optimization wasn't meant to be hard, many of the most effective tips are actually easy enough for almost anyone to do. In the previous section we talked about submitting a sitemap to Google. Just using this one step will give you a huge advantage when compared to your competition.

If you had to choose only one thing in order to improve your rankings with Google and other search engines, it would have to be the act of simply submitting your sitemaps. To some people this may seem like the hardest thing to do, but this will prove to be the most effective step you take in your RSSEO. The rest of the RSSEO formula is simple. Here it is:

**First things first:** In the HTML for your web pages, still use meta tags and titles. Using the meta tags and the titles as a “guide” for the search engines can actually help you out. You will use the correct meta tags and titles so that you can guide the search engines through the content on your pages. If the search engines see that the rest of your page has content relevant to the

meta tags and titles in your HTML, then it will be easier for them to index and rank that page.

The meta tags and titles of your web pages will go in the head of your normal web pages, the following is the “normal” format used for your web page’s title and meta tags:

```
<head>
```

```
<title>The Free Traffic Formula: Generate More Traffic to Your Website  
than You Can Handle, and Close Your PPC Account!</title>
```

```
<meta name="description" content="The Free Traffic Formula: How To  
Generate Thousands Of Dollars In Free Website Traffic"></meta>
```

```
<meta name="keywords" content="free website traffic, free traffic tips,  
rank high in Google, lower PPC costs, free traffic methods"></meta>
```

```
</head>
```

These titles and meta tags should be included in each of the pages that you create for your website outside of your blog. Don’t expect free traffic because of the titles and meta tags that you are using. Expect that your pages will likely get ranked higher because you are guiding the search engines to the great content that you will be providing on your website.

**RSSEO Tip #2:** After making sure you include your titles and meta tags, remember that content is king. This is why we focus so much on simply creating a blog on your website. You just simply won’t believe how much free traffic creating a blog can do for you.

Basically, when creating a blog you are able to easily create multiple pages for your website, and each time you create a post, this adds a whole new page to your website. Search engines really like blogs because they can easily provide fresh content to their users for a number of different market niches.

Since we don't necessarily put “meta tags” and “titles” in each blog post, you will want to think a little differently about your RSSEO while creating each blog post. For example, instead of creating a web page with meta tags, you will just want make sure to chose great tags for each of your posts, and then you will want to make sure that your tags actually show up at the end of these blog posts. Also, instead of creating a title like you do for each web page, you will want to make sure that the title of your blog post contains great keyword phrases that go along with the theme of your blog post and the common theme of your blog's tags.

**RSSEO Tip #3:** For easier Google site rankings, go after easier keyword phrases. It makes sense that it should be easier for you to get the #1 rank for the keywords- Utah real estate agents, rather than the keywords- real estate agents. Basically, remember to target long-tailed keywords first, then, with enough high search engine rankings for these long-tailed keyword phrases, you should be able to dominate shorter keyword phrases on the search engines.

**RSSEO Tip #4:** Just let link building come naturally. After researching top SEO techniques across the web, you will learn that there is high importance placed on link building. Now, for the sake of RSSEO, I actually suggest that you don't waste too much time with your link building.

Even though link building can be very important, my suggestion is that you just let inbound links come naturally. If you have a good website, then people will link to you. Also, when you use many of the techniques in our formula, you will start creating a huge amount of links for yourself across the web.

**RSSEO Tip #5:** Make sure that all of your pages are themed. Adding a theme to your page is a very basic SEO practice, but lots of people don't do it because they just don't know that they still should. You see, back in the day, people use to get really excited about using meta tags to get higher search engine rankings. Then, the search engines stopped giving people

high ranking pages just because of what was in your meta tags and started focusing more on the rest of your content.

In your html for each page, you are still going to want to “theme” each page. Some people give the same title for each off their website pages, instead, you will want to title each page according to that pages content. Also, make sure to offer a few meta tags for each web page that are slightly more specific to your page.

You have probably also heard that you should include keywords relevant to your “theme” for each page. This is true, but you shouldn’t load the page with too many keywords because many people believe that this can actually hurt your page’s ranking instead of help it. (The search engines may see this as keyword spam) So, my best advice to you is to include a few good keyword phrases relevant to each page’s theme but to not overdo it. Also make sure that you still write your page so that a normal reader (and not a Google Bot) will think that your page makes sense and that it has good content.

As you can see, Dan Dimit and I only focus on the very basics for our SEO. These basics are what works, and now you know that the main way you are going to get free traffic from the search engines is by simply providing great content on your site, and then following these basic steps in order to lead the search engines to your great content.

Time spent on trying to “trick” the search engines is always time wasted, in my opinion. While people are trying to trick the search engines, they could just simply take the time to create great content for their sites. This will make the search engines happy, but more importantly, it will make their website visitors even happier.



## **Building and Growing Your Blog**

Blogging has truly changed the way that I think about the internet. This is because of a confession I must make to you: I used to absolutely hate the idea of being social on the internet and I actually WANTED to be that guy that hid behind the computer screen while making all the money. Why? Well, honestly I thought that it would be easier for me to make a good income on the web if I avoided becoming social with people. It just seemed like it would take a good amount of my time. But once I learned more about social marketing and the advantages of participating with many of the web 2.0 applications available on the web, I started to understand why it was so important for me to grow a blog and start becoming social. As a result of my understanding, I now make a whole lot more money on the web than I used to! If you are the type of internet marketer that loves the idea of hiding behind that computer screen, then I invite you to read the book that Dan Dimit has written on My Story Marketing. This free eBook is made available to your from our home page at [www.TheFreeTrafficFormula.com](http://www.TheFreeTrafficFormula.com).

With this guide, you will start to understand how much money you can really make on the web if you start to participate in this web 2.0 phenomenon.

Creating your own blog will force you to become somewhat social with people on the web, but you won't mind it once you start to see a true increase in sales. Also, as you consistently add great content to your blog,

people will see you as more of an expert and you will start to get a large amount of free traffic from Google and the other search engines. Google can potentially give you so much traffic for free, that it will feel like that *you* are the one slapping Google, forcing them to give you traffic for free!

O.K., so when you decide that you are going to start building and growing your blog in order to reverse a Google Slap, you will want to make sure that you at least follow a few simple steps. Here they are:

**Step #1:** Build your blog on your actual site. There are people that will learn that they need to build a blog in order to drive more free website traffic, and then they will make a fatal mistake. They will become lazy internet marketers and just head on over to Blogger.com or WordPress.com in order to build a blog through them. Don't do this! You want to grow the popularity of your own website, so what you need to do is to place an actual blog on your website. You can do this by heading over to WordPress.org (not WordPress.com) in order to put their blogging software on your website. There are other blogging software programs out there, but this software is free and Google will easily spider, index, and rank blog posts that have been generated using this software.

**Step #2:** Theme your blog according to your site. It is very easy for you to simply upload the WordPress.org software, start posting, and not worry about modifying your blog so that it is themed with the rest of your website. Believe it or not, many people do this even though this is very unprofessional, makes you look lazy, and even though it may look like people have navigated away from your site. While creating your blog, you will want to upload a number of different WordPress.org Theme Plugins (<http://wordpress.org/extend/themes/>) so that you can choose a theme that most closely matches your current website and a theme that allows you to easily add and modify images so that you can create a blog that will actually look like it belongs with your website. I use a simple code converter program when editing my blog's themes since I don't know how

to write in the PHP format. Using this code converter, I simply write the additional content that I want to add in html, convert that html into PHP, and then insert this code in the correct pages of the index.php file. Here is a website where you can easily convert your html to PHP format:

<http://htmltocodeconverter.nexmedia.de/>

**Step #3:** Start posting to your blog often. You can likely reverse the Google Slap by only posting to your blog once or twice a week for a couple of months. This would easily add around 10 to 20 pages of relevant content to your website. If you have submitted a sitemap to Google like we discussed in our chapter on RSSEO, then Google will start spidering, indexing and ranking your blog posts. When Google does this, they will see your site as an actual website with pages of good content.

You will start to receive a minimal amount of free website traffic when Google starts indexing and ranking your blog posts. You will learn that if you want even more free Google traffic, all you will need to do is simply post to your blog more often. Check this out: when looking for free website traffic, there are some people across the web who will only use blogging because it is such an effective method for website traffic. I know of many people who receive hundreds of visitors to their websites daily because they simply grew a blog. Since most of this free traffic is coming from Google, growing a huge blog is a sure-fire way of “reversing” the Google Slap.

# **Profiting With Your Blog: How to Grow Your Blog for More Free Website Traffic**

There are a few people out there that feel like that you shouldn't grow your blogs for profit. Many people will say that you should create a blog in order to simply help out the community. So what, who cares? If you are going to take the time to create an amazing blog for the community, you might as well be compensated for it. And if you are in a market niche who frowns upon blogging for profits, you better switch target markets! When I created my first blog, I discovered that many people in my target market thought that I was a horrible person for trying to make money off of them. So, I said, “so what, who cares?” And then I decided to switch my focuses and work more in my target markets that contain more of the type of person with the right mentality.

You see, the type of person that feels like you shouldn't make money from your blog is usually the type of person with a “poor/broke” or “victim” mentality. You want to associate yourself with successful people, and most successful people are rich. Make a blog for rich or successful people and they will not only be O.K. with you monetizing your blog, they will actually want to purchase products from you if you are providing them with valuable information.

Now think about this: if a majority of your website traffic was free, then your website profits would increase. Through simply placing a blog on your website, you will have the chance to drive large amounts of free traffic to your website. So, let's get that traffic to your site and start making some money!

The first thing you will want to do when you start getting blog traffic will be to take this opportunity to grow your emailing list. You have probably heard the saying “the money is in the list,” and frankly, this saying is true. If you have a mailing list, give them great content, and occasionally place offers in front of these subscribers, then you will make money. Most websites only grow their lists on their “normal” web pages, but the second you put up your blog, you will be able to grow your list to larger numbers by putting that subscribe box with an appealing offer on all of your blog pages.

There will be a large amount of people who will decide against your offer, so you will need to have additional ways to drive these visitors to your website’s home page, pitch page, or products pages. One of the best ways to do this is to provide offers for more information at the end of each one of your posts. If someone reads and likes your post, then there will be a good chance that they will want to visit your other web pages for additional information, especially if you provide them with an offer (or reason) to do so.

Now that you have your blog visitors visiting your other web pages and subscribing to your email list, the question is how do you grow your blog in order to get tons of free visitors each day to your blog? Well, in the case of blog marketing, content is king. If you optimize your website pages for the search engines, and if you use simple a simple blogging software such as WordPress, then you are probably going to have all of your blog pages indexed by the search engines. Now, I mentioned that content is king. What I meant by this is that if you only do a couple of blog posts each week, then you aren’t going to get very much free traffic to that blog.

Now imagine if you start posting maybe 2 blog posts each and every day, then your content will grow and grow. Imagine, -at 2 posts per day, after about 6 months time you would have about 360 posts. Now, let’s say that all 360 posts are indexed and all 360 posts teach people about your website’s main theme. That means that you will have 360 pages of content

relevant to your website’s theme, just through your blog, on your website. Now, let’s say that little by little you tagged each post so that you were able to dominate certain keyword phrases one-by-one on the search engines. Once you dominated a certain keyword phrase (by getting the number one spot for your blog), you would then decide to focus on a different keyword phrase. After 6 months time, you could easily have the number one spot for a number of long-tail keywords. Because your site has been able to get a rank for a lot of the long-tail keywords, chances are that your entire website and/or blog will get ranked for shorter keyword phrases, bringing you tons of free traffic from the search engines.

# The Magic Words for Getting Your Blog Bookmarked

The other day I saw a blog marketing tip and it really struck me that this technique was so simple, but is at the same time very effective. It is a technique that we now implement on our blogs. You see, people are in the habit of placing icons on their blogs and websites that allow people to bookmark the content through different social bookmarking websites such as [Del.icio.us](http://Del.icio.us), [www.furl.net](http://www.furl.net), and Yahoo Bookmarks. Needless to say, this is a really good idea! The more your blog and/or website is bookmarked, the more exposure your business will get across the web.

Now, just the simple act of placing those icons doesn't mean that people will go ahead and bookmark your site. Your chances are a lot higher with those icons, but it still takes someone a little bit of effort to go ahead and decide to bookmark your website.

Now, what I saw this one person do on their blog is probably even more effect than everything discussed so far! What did this person do? He simply said the magic words, and I quote “Please Bookmark,” and then he supplied the icons. Now, most people wouldn't find these words particularly interesting, but what this person did reminded me of a really effective technique that people use in video marketing. You see, a lot of people will ask people at the end of their videos to simply rank, comment, or share the video with other people. It is not odd to see a video with this request to have 1 out of 30 people at least rank the video. When comparing these numbers to videos that don't ask you to rank, comment, or share the video, many of these videos struggle to get 1 out of 200 people to rank the video, and it may sound silly of me to suggest this, but I think the reason

why is that people will tons more likely to rank a video if you simply just ask them to do so!

So, what does this mean for a blog or website? Yes, folks! I am suggesting that if you simply ask people kindly to bookmark your blog, then they will be a whole lot more likely to do it, than if you just provide them with the social bookmarking links. Now, my hypothesis is that if your blog post has some really great content, and THEN you ask them to bookmark your page, you will probably have the highest chances of people bookmarking your webpage. I believe that if people feel like that you provided them with that great content, then they even might feel like that they owe you the favor to simply bookmark your webpage. And if you get enough people to do this, then you will get even more and more free traffic to your website. And the funny thing is, it will all be because you said the magic words! (P.S. Don't forget to say also say thank you.)



# What Does Blogging Have To Do With RSS?

For a short while, I admit that I really didn't know much about blogging or RSS, but once I understood what Blogging had to do with RSS, then I was able to apply additional techniques that allowed me to grow even more free traffic to my blogs.

One of the main reasons why people don't know what blogging has to do with RSS is because they don't know what this RSS stuff is all about. Basically, even if you don't use RSS yourself, you want people to have the option on your blog to receive your messages via RSS. What this means is that they will get notifications each time a new post is added to your blog. So, if you have 1,000 people who are receiving these notifications each time you make a blog post, then that will equate to more frequent traffic to your blog from these subscribers.

So, blogging and RSS have one huge thing in common. That is, if you have created the right type of blog, your blog can automatically be set up as an RSS feed. People use RSS to simplify things, and if they use RSS in order to read your blog, then they will more frequently visit your blog and websites.

The easiest way to make sure that your blog can be set up as an RSS feed is to head on over to [www.FeedBurner.com](http://www.FeedBurner.com). Also, while you are at this website, you can sign up and make it so that people can easily subscribe to your blog through a feeder. Feed Burner will make it really easy for you. They will even give you the correct links that you can add to your blog so that people will be able to easily subscribe to your blog using the feeder of their choice. Most of all well-known blogs will have this option, and most of the “new” bloggers out there will not. And the real reason for all of this is

because the concept of RSS is still very foreign to a lot of people. But, if you own a blog, then you will want to familiarize yourself very fast with RSS. This will greatly increase your chances of success as a blogger.

# **Why You Should Post Your Comments on Blogs to Get Even More Free Traffic**

“Oh no! I have to be social again?” Of course, this is what I thought when I learned that I should start posting to other people’s blogs. Remember that I used to hate the idea of being social with people on the web, and that is why my income checks weren’t as high as they could have been. Posting to other people’s blogs within your market niche is going to help you reverse the Google slap for a number of reasons, and it is going to increase the popularity of your own blog while generating more income for you.

A lot of the time when you are looking for the answer to a specific question on the web, you are going to find the answer through an article, blog, or forum, rather than a normal web page. Why is this? Well, usually a normal web page isn’t going to go into great deal on specific topics, but a lot of the time the answer to your questions can easily be found through an article that someone has written, or through a blog post. The search engines know this, and if you are searching on the web through a search engine that hasn’t ranked articles and blog posts, more than likely you are going to get frustrated really fast. More than likely you will not find the answer to your question.

Lucky for us, Google, Yahoo, and the other well-known search engines are really good at ranking content found on blogs and in articles. So, if you find a blog in your niche market that has a high page ranking, then what you will want to do is simply start posting great comments on those blogs with an occasional link to your blog or website. As a result, you will have placed a link to your own website on a web page with a high page ranking.

Now, in one of my niche markets I was really struggling with this tactic of posting on high ranking blogs. Why? Well, I couldn't find any! I found a few blogs that were similar to mine, but I couldn't find many with a high page ranking. As a result I realized that the more I grew my blog, the more I would dominate my niche. And, it didn't take long for my blog to get the number one search engine ranking for many of the keyword phrases in my niche market. So, with a little bit of research you can discover which blogs you should be posting to, and if you are having trouble finding the blogs in your niche market with a high page ranking, then you will know that you have a great opportunity to dominate that niche.

# **The Trick to Getting All Those Social Bookmarking Buttons on Your Blog**

If you have started to discover the power of blogging for your online businesses, then you are going to want to maximize your efforts and get as much blogging traffic that you can for free. One of the easiest ways to do this is to set up your blog so that it can be easily bookmarked from happy readers or subscribers. The only problem is that there are hundreds of different social bookmarking websites, so it would take you days in order to incorporate even a handful of these sites with your blog. Luckily, there is a trick to getting those social bookmarking buttons on your blog.

Will this trick work for all blogs? Nope. Unfortunately, there are a large number of blogging software programs in existence, so this is definitely not going to work for all blogs. Also, if your blog is hosted on a different website like WordPress.com, or Blogger.com, then it is going to be a lot harder to put these social bookmarking buttons at the end of your posts. Also, depending on which website you are using, there may not be a way for you to automate the process. If you want these buttons automatically placed at the end of each of your posts, then the easiest way to do this will be to use the WordPress.org blogging software on your own website. As you can see, there are tons of benefits for using this software, and that is why we use it and suggest that everyone else does as well.

O.K., assuming that you have decided to use the WordPress.org software, you will be pleased to know that there are a number of different WordPress plugins that you can incorporate on your blog for almost all social networking buttons, and yes, this will be an automated process. Many of

the plugins work well, and at the time that I am writing this, one of the plugins that many people use that gives you a lot of options is the “Share This” plugin. This plugin can be found at the following link:

<http://alexking.org/projects/wordpress>

The funny thing about WordPress plugins is that some of them will work great for a while, but then after WordPress has made too many updates, the plugin may stop working all together. I share this with you in case one day you find that the “Share This” plugin no longer works. Then you will know to look for a different plugin that does the same thing. Also, you may want to install the “Share This” plugin along with other plugins that function similarly in order to see which plugin you like most for your blog.

If you are having trouble finding a current plugin that works, then you check out which plugin we are currently using on our blog at [www.TheFreeTrafficFormula.com/blog](http://www.TheFreeTrafficFormula.com/blog).

# Getting Your Blog Noticed By the Blog Directory Sites

There are a few really great websites that you can easily join in order to add your blog to their directory. As a result you can drive more free traffic to your blogs. Also, you can incorporate some of these websites on your own blog so that people can incorporate one of the many rankings systems that these website use in order to rank blogs. For example, many people use Digg.com and incorporate Digg on their blog so that people can vote or "digg" your blog posts. Also, many people use Technorati.com in order to drive more free blog traffic. If you haven't submitted and started using Technorati.com in order to drive more free blog traffic, then you should since they have the most popular blog ranking system on the web.

Now I would like to share with you additional sites that are going to allow you to get more free blogging traffic. Basically, this is a list of Blog directory sites. You will want to use this list and submit your blog to these handful of popular sites. Doing this while using Digg.com and Technorati.com will all allow you that extra boost of free blog traffic that you deserve.

So, what I want to do is start off with a list of the 4 of the most popular blog directory sites. Afterward, I am going to share with you an additional list of blog directory sites where you can submit your blog. Here is my top four list:

#1: [www.BlogCatalog.com](http://www.BlogCatalog.com). BlogCatalog.com was started in 2004 and has quickly become known as the premier blog directory site. At the time of

writing this article, it has received an Alexa ranking of 784, meaning that according to Alexa, it is the 784<sup>th</sup> most popular website on the web.

#2: [www.BlogTopList.com](http://www.BlogTopList.com) Was started in 2006 and is another great website where you should post your blog. It currently has an Alexa ranking of 2,230.

#3: [www.TopBlogArea.com](http://www.TopBlogArea.com) Also started in 2006, TopBlogArea.com has an Alexa ranking of 5,010.

#4: [Dir.BlogFlux.com](http://Dir.BlogFlux.com) O.K., I also suggest submitting your blog to this blog directory site. With an Alexa ranking of 9,491, it isn't a really popular site on the web, but it may still give you a decent boost in traffic.

Did I mention that there are hundreds of blog directory sites on the web? If you want, you can pay for services that will submit your blog to a lot of them. Would this be worth the money? My guess is that it probably wouldn't be. I have tried to give you what I have found to be the most popular blog directory sites thus far. The following list also includes a few sites that are decently popular as RSS and blog directory sites. Go ahead and add your blog to these sites as well if you want even more exposure. They probably won't give you very much free traffic when compared to the top 4 list, but all you need to do is submit to these additional sites once and you can get even more free traffic over months and years to come. These additional sites are ranking by popularity according to Alexa:

#5: [www.Blogged.com](http://www.Blogged.com)

#6: [www.BlogHub.com](http://www.BlogHub.com)

#7: [www.BlogRankings.com](http://www.BlogRankings.com)

#8: [www.BloggingFusion.com](http://www.BloggingFusion.com)

#9: [www.SuperBlogDirectory.com](http://www.SuperBlogDirectory.com)

#10: [www.Blogoozle.com](http://www.Blogoozle.com)



“How to Reverse the Google Slap for Free Google Traffic”

# The Real Way to Climb the Google Ladder

What are the chances that tomorrow, a 2 week old website would make it to the top of the search engine rankings for one of the most competitive keywords in your market niche? Logically speaking, you more than likely have greater chances of winning the lottery. Now, here is another question: What are the chances that tomorrow, a 2 week old website would make it to the top of the search engine rankings for one of your least competitive keywords? O.K., so that seems to be a more achievable goal. For example, let's say that you optimized an entire page on your website selling a used 1995 white Ford-150 with low miles. And then let's assume that you already have Google spidering your content. Now, if someone types in the keyword phrase: used 1995 white Ford-150, then there would be a fairly high chance that your page would be at the top of the search engine rankings. Why is this? Because with such a specific search, and because your small amount of internet marketing expertise is “a lot” of expertise to some people, you virtually will have very few people to compete with for the #1 search engine spot.

Now, let's take our F-150 example a bit further. Let us pretend that 2 weeks ago you created your website for your F-150 used car lot that you own in San Diego, California. Let's also pretend that you plan to expand your business to other areas across the country, so your real goal is to get the #1 spot for the keyword phrase: used F-150. Here is how you would eventually get that #1 spot: First, you will need to create a number of pages and listings for various used F-150s. Before you know it, you will have dominated that #1 spot for search terms such as: San Diego F-150 dealers,

California F-150 dealers, Used F-150s in California, etc. You will also have dominated many #1 spots if people type in specific models and years for the F-150s they are searching for. Here’s what you do second: Create even more pages, articles, blog posts, and whatever content you can create for your website that deals with used F-150s. Before you know it, you may have even forgotten that your target keyword phrase was: used F-150s. You will start to get a whole lot of free website traffic and sales from the more specific keyword phrases. But, in case you still wanted that #1 spot for the phrase: used F-150s, then here is what you do next. You simply wait.

Once you have created and optimized content that gives you the number 1 spot for the more specific keywords, Google and other search engines will rank you as the most relevant for the broader keyword phrase, and people will see your website as the ultimate website for used F-150s. Following this same pattern for almost any website can get you the #1 spot for many of the highly competitive keywords.

### **The #1 Spot For Long Tail Keywords Means You Get The Sale!**

Now here’s the exciting news about this concept, and it has to do with the magical effects that long tail keywords can do for your business. Now, what are we talking about when I speak about long tail keywords? I am referring to the longer phrases that any given person may type into a search engine. So, instead of typing- internet marketing, I may decide to type the phrase- internet marketing for dummies. The phrase “internet marketing for dummies,” would be considered the long tail keyword phrase, and the phrase “internet marketing,” would be considered a broader keyword phrase.

Now, as you know, the great thing about long tail keywords is that it is a lot easier for you to get the number one spot for these keywords on the search engines. I mean, how many companies would even want to know how to optimize for a keyword phrase such as- real estate agents in Provo, UT? Maybe 100? Maybe more, less? I don’t know, but the point is you are competing against a lower number of real estate agents in this example. So,

maybe you are one of maybe 4 real estate agents in Provo, UT that has created a website for yourself. And then maybe you are one of 2 people who know how to easily optimize your pages for certain keyword phrases. If you and one other person optimize a page for the long tail keyword phrase- real estate agents in Provo, UT, then you and that other person are likely to take the number one and two spots for this keyword phrase, while all of your competitors in the area are paying \$1 and \$2 per click for this phrase.

So, now you know why it is EASY to get the top spots for longer tailed keyword phrases. Basically, you have very few people attempting to optimize a page for these phrases. You may just be the only person on the web optimizing for other phrases. So, what is so great about these long tail keyword phrases? Well, these phrases are very specific. These are phrases that someone would type if they are looking for a very specific item to purchase or service to use. In our example, someone really wanted to contact a real estate agent in Provo, Utah. Even if you live 1 hour away from Provo, you are still going to want that person calling you. You want to get on the phone with that person because that person is in need of an agent, and you can either travel a short distance to help that buyer or you can sell that lead to one of your real estate buddies living in Provo. Either way, you are making extra money for your business, and this lead and other leads that you can generate using this technique are easy to obtain.

## Why Content Is King

There are a number of people out there that jump into the internet marketing arena and fail. One of the main reasons why a number of these people fail is because they haven't had very much previous business experience. I personally had run a few successful businesses before I even touched the internet. With my past business experiences, I have been able to assure my success in the online world. But, if one of your first businesses is online, I want to share a simple tip with you that can really give you greater chances of success. That tip is simply to abide by the concept that content is king.

When I say content is king, what I am really saying is that a 50 page website is a whole lot better than a 10 page website, which is a whole lot better than a 2 page website. When I got slapped by Google, I was running a 2 page website that I eventually converted into tons more pages by simply adding a blog. I've grown enough free traffic to that site that I no longer pay the advertising for that site.

Now, the real reason why you would say content is king is because we now know from this Google Slap phenomenon that Google thinks content is king. You see, when you simply optimize your website while adding a blog, you can easily start to see free traffic coming to your website. This is due to the fact that search engines will spider your blog and index your blog pages in the search engine listings. This free traffic is not something you want to miss out on, and content really is the key here. What I mean is that if you have 300 optimized blog pages on your website, then you are likely to drive a whole lot more traffic than a blog that only has 20 or 30 pages of optimized content.

So, once you start to see the free traffic coming to your blog, what will you want to do? Keep posting! Imagine, if you took the time to write one great blog post per day, by the end of the year that would be 365 pages of content added to your website. Also, keep in mind that very few websites do this. My guess is that less than 1% of all websites have a blog, and if you are one of the few people in your niche market with a blog, then the more you post, the more free traffic you will get to your website.

# **Blogging for Profits 101 and 201**

Many internet marketers are discovering that blogging for traffic isn't very hard, but even though internet marketers are getting that free traffic to their blog, this doesn't mean that traffic is being sent to your main website or homepage so that sales can happen. Therefore, some marketers are getting lots of free traffic, but almost zero sales. There are a few key steps that need to be taken so that you free blog traffic can turn into free traffic to your website and then sales.

**Step #1:** Create web pages designed to sell.

The first thing you need to do in order to turn your blogging traffic into sales is to create web pages designed to sell, and if you don't have anything to sell, then you are going to want to become an affiliate marketer. Now, I have web pages set up as sales letters that sell my digital products. You will want to do the same thing if you have digital products to sell, or you may consider creating your own digital product if you are starting to grow a good reputation as a blogger. And if you just want to get your feet wet with affiliate marketing, do yourself a favor and get familiar with [www.ClickBank.com](http://www.ClickBank.com). They make it extremely easy to become an affiliate marketer, and they make it even easier for you to create your affiliate links.

**Step #2:** Try to capture an email address.

If people visit your blog, and they like your content, then they will likely join an emailing list. But if there are no options for joining an emailing list, then you have just missed a great opportunity. A lot of bloggers have set up their blog so that people can subscribe to an RSS feed, but the truth is that a lot more people will sign up for your emailing list before they decide to subscribe to a feed. This is due to the fact that most people still have no

idea what a feed even is, but almost everyone uses email. What I do is set up a special offer for people when they visit my blog. The subscriber's box for this special offer is always fairly large so that people will see the box. I try to make the headline for my offer stand out so that anyone who has found my blog will see my offer to join my emailing list. If I can get them on my list, then I have great chances of being able to sell them something.

**Step #3: Provide highly visible links to your product pages.**

I'm not going to lie to you. The real reason why I got into blogging was so that I could get free blog traffic and then send people to one of my affiliate links or to one of my sales pages. The easiest way to make this happen is to once again take the headline approach. I will use a specific benefit that will catch people's attention. For example, I may say something like: "Click here to learn how to drive massive amounts of free traffic to your websites. If these techniques don't work for you, then I'll generate over \$1,000 in free traffic to your website for free!" Just like my subscriber's box for my email marketing, I would want these headlines somewhere on my blog so that most everyone that visited my blog would see them.

**Step #4: Create a compelling offer at the end of each blog post.**

If someone actually reads your entire blog post, then chances are they thought that what you wrote was worthwhile, so if you offer them more of the same information for free, then why wouldn't they take you up on that offer? What I like to do is to create a great offer for more of the same or similar information for free at the end of each blog post. For example, maybe I have a free book to give you, or free conference calls, or maybe a mini course. Whatever it is, I want to make sure I offer it to you at the end of my blog post, because once again, the real reason why I use blog marketing is to try to send you to one of my sales pages or through one of my affiliate links. Like you, I've got to pay the bills, and the bills are going



to get paid a lot easier if I design my blog so that it is sending traffic through my links that are going to make me the green stuff.

Step #5: Consider using Google AdSense for extra income.

If you have created a highly successful blog, with a great amount of traffic, you may want to consider using Google AdSense on your blog. What this means is that you are allowing Google to place ads on your blog, and when people click on those ads, you get paid for that click. Many blog marketers decide to actually use AdSense before using any of the other techniques discussed in these two articles. Might I suggest that AdSense is probably not going to generate as much income as sales would through affiliate links and through links selling your own products. In fact, you may decide altogether not to use AdSense because you may think that some people are clicking away from your blog before they have an opportunity to click through one of your affiliate links, but if you have created tons of blogging traffic and have little or nothing to sell, you will want to use this technique in order to monetize your site.

So, how do you create your blog so that it makes you the most money possible? Well, honestly I would follow at least a few of these techniques listed above. Obviously, it is possible to overdo things. I have seen a number of blogs that are just plain overwhelming. Usually, if I am on a site that is a bit too overwhelming, meaning that I am having trouble finding what I was originally looking for, then I will usually navigate away from that blog. So, try to figure out which of these techniques are going to be the most valuable for you. Many marketers would agree that if you only did one of these techniques in order to create sales through your blog, then you would probably want to create the opt-in box to capture email addresses. This is because on the first visit to your blog, nobody is going to even think about buying something from you, but they may consider joining your email list if they find your content appealing. The money is in the list, so if you simply grow your list, then you will have plenty of opportunities to sell

“How to Reverse the Google Slap for Free Google Traffic”

to people. Most of us are using Aweber in order to grow our opt-in lists. They have the best prices that I have seen for email marketing and a killer affiliate program:

<http://www.gotautoresponder.com>

## Future Slap Predictions

Honestly, none of us know exactly what Google is going to do next. All we know is that Google makes a lot of good business decisions, and they also make a lot of very confusing business decisions. Many of us know that the true function of a business is to obtain and keep customers, and as internet advertisers, many of us feel like we are Google’s REAL customers, so why would they slap us? Honestly, it just doesn’t make much sense. There have been people who have spent millions of dollars in Google AdWords and they have received little to no help concerning this Google Slap. Does this matter to Google? Apparently not. All we can do as entrepreneurs is move on and look to the future. Here are a few things that some of us internet marketers think might happen in the future with Google...

#1: AdWords experts like Perry Marshall have said that in the future, Google may even start to “clean up” even more, handing out even harder slaps.

#2: Google may start to really affect site’s rankings and AdWords accounts that have gone months and years without many updates. So, even if your website has worked fine functionally for years, you may get slapped because your site isn’t coming out with fresh content. (This is another great reason to implement a blog on your site)

#3: Of course, algorithms are going to continue to change at Google, so you can create a site today that will make Google happy, but you may get slapped in the future with changes that make it so that your pages quality scores go down. There is only one way to avoid this headache of dealing with algorithm changes, and that is to simply provide users with valuable

content that they can take to the bank. If you create your website for humans, then you will likely avoid future slaps by Google simply because you aren't filling the web with more garbage.

With all of the current problems that we have faced as internet marketers because of these Google Slaps, and with the predictions of possible future slaps, there is simply one huge piece of advice that we can offer people: It looks like Google wants us to make highly informational sites that add value to in the community of internet users. So, make a real website, and Google will likely decide against slapping you while rewarding you with free traffic.

# The Leverage Is In The Tools

In this section of the book, I simply have made a list of the many tools that I have discussed throughout this book that will allow you to work on your SEO and your Blog Marketing.

## SEO tools

This is the link where you can read the specific guidelines that we should all follow while using Google AdWords. If you follow all of these guidelines, then technically, you should avoid all Google Slaps:

<https://AdWords.google.com/select/siteguidelines.html>

Here is the table for my Google Slap results Quadrant. If you use Google AdWords, then you can chose which result quadrant you would like to be in. It involves work in order to find yourself on the right side of these 4 quadrants, but if you follow some of the steps outlined in this book, then you can eventually find yourself in the “B” or “I” quadrants.



This is my formula for reversing a Google Slap. Everything is explained below:

$$RS = (BM + RSSEO) \times \text{Tools}$$

What this is saying is that a Reverse Slap “RS” equals Blog Marketing “BM” plus Really Simple Search Engine Optimization “RSSEO” times Tools. The common denominator amongst websites that have been slapped by Google is that they all have very little content. If you simply add extra content through a blog on your site, and then implement some simple search engine optimization while using the correct tools, you should easily be able to reverse any Google slap and start getting free traffic from Google.

The best advice I have ever received for SEO is to submit a sitemap to Google. You can learn more about submitting sitemaps to Google through the following link:

[www.google.com/webmasters/tools](http://www.google.com/webmasters/tools)

Some of us don't have the time to learn all of the technical aspects of creating a sitemap so that we can submit it to the search engines. The following is a link for a free trial version of the INSPYDER SITEMAP CREATOR software:

<http://www.inspyder.com/products/SitemapCreator/?referrer=tfff>



## **Blogging tools**

If you need an even better step-by-step format for your blog marketing, then pick up a copy of “The Free Traffic Formula.” Setting up your WordPress blog can be rather confusing. It took me hours to simply upload the software to my website the first time I did it. I try to explain things in the formula so that you can easily set things up within 10 to 15 minutes. I also share a number of additional tips and tricks on blog marketing in the full formula.

Here are the main tools on blog marketing covered in this book:

We HIGHLY suggest that you take the time to set up your blog on your actual website. We also highly suggest that you use the blogging software available through WordPress.org for various reasons. Follow the link below to download this free software in order to start blogging:

[www.WordPress.org](http://www.WordPress.org)

Once you have your blog uploaded to your website, you are going to want to theme your blog so that it has the same look and feel as the rest of the pages on your site. The easiest way to do this is to upload a number of different themes and play around with them to see how you can take a specific theme and slightly modify it so that you can have that same look and feel. Here is the link where you can upload a number of different themes to your blog:

<http://wordpress.org/extend/themes/>

The whole WordPress.org blogging software and any themes or plugins that you add to your blog will be written in the PHP scripting language. When you decide that you want to add things or modify things in your chosen theme, you will want to write things in html and then convert them to PHP if you don't know how to write in PHP. Here is a free website where you can convert your html to PHP or other scripting languages:

<http://htmltoconverter.nexmedia.de/>

You are going to want people to be able to easily subscribe to your blog in a feeder. The easiest way I have discovered how to do this is to head on over to FeedBurner.com and sign up for this free service. You will be able to add a simple RSS icon to each of your blog pages that gives people the option to “Subscribe in a Feeder.”

[www.FeedBurner.com](http://www.FeedBurner.com)

Another successful element of successful blogs is having your blog bookmarked by your readers. It is very difficult to have your blog constantly bookmarked by your readers if you don't make it easy for them to do so. The following is a link to one of the many plugins that you can add to your WordPress.org blog that will allow you to add many of the social bookmarking icons to the end of each of your blog posts. You will be downloading the very popular “Share This” plugin:

<http://alexking.org/projects/wordpress>



At TheFreeTrafficFormula.com, we work hard on our blog and we use the techniques discussed in this book along with others. The following is a link to our blog so that you can see how many of these plugins and features will look on a blog:

[www.TheFreeTrafficFormula.com/blog](http://www.TheFreeTrafficFormula.com/blog)

After a week or two of posting to your blog, it will be time to let the most popular blogging directory sites on the web know about your blog. This will increase the popularity of your blog. Go to as many of the following sites that you wish in order to submit your blog to their directories. I suggest at least submitting your blog to the first 5 blog directory sites on this list. In addition to this list, you will want to integrate your blog with [www.Digg.com](http://www.Digg.com) and [www.Technorati.com](http://www.Technorati.com). The following list is in order of what I believe to be the most popular to the least popular blog directory sites not including Digg and Technorati:

- #1: [www.BlogCatalog.com](http://www.BlogCatalog.com)
- #2: [www.BlogTopList.com](http://www.BlogTopList.com)
- #3: [www.TopBlogArea.com](http://www.TopBlogArea.com)
- #4: [Dir.BlogFlux.com](http://Dir.BlogFlux.com)
- #5: [www.Blogged.com](http://www.Blogged.com)
- #6: [www.BlogHub.com](http://www.BlogHub.com)
- #7: [www.BlogRankings.com](http://www.BlogRankings.com)
- #8: [www.BloggingFusion.com](http://www.BloggingFusion.com)
- #9: [www.SuperBlogDirectory.com](http://www.SuperBlogDirectory.com)

#10: [www.Blogoozle.com](http://www.Blogoozle.com)

Once your blog starts to grow in popularity, you will want to make additional offers at the end of a few of your blog posts in order to make more money with your blog. You can find a number of high paying affiliate programs at ClickBank.com. It is very easy to create affiliate links through Click Bank, and you can find create products for many different market niches.

[www.ClickBank.com](http://www.ClickBank.com)

In internet marketing, you have probably heard that “the money is in the list.” This is referring to a list that you have grown of email subscribers. By simply adding an opt-in box on your blog, you can start to grow your email list. Once you have your list, you can implement your email marketing and start to make additional profits from that list. Many internet marketers are very happy with the auto responder service that has been provided through Aweber. Head on over to Aweber in order to get started for only \$20 per month:

<http://www.gotautoresponder.com>

## More Free Google Traffic

Have you heard of people who say they can get a top 10 Google ranking in less than 24 hours? If you haven't, and you think that this sound “too good to be true,” then you need to stop being so skeptical. There are actually a number of different ways that you can dominate the search engine rankings across the web, and the truth of the matter is that you can already achieve a number one search engine ranking in less than 24 hours through the techniques that we have taught in this book. What am I saying here? I am saying that if you optimize your blog posts correctly then you can get a number one spot on Google for a post that you have submitted today.

Even though this is exciting enough for most people, you probably are like me and want even more free Google traffic. Well, the really great news is that what we have discussed in this book is only about 10% of the free traffic generation techniques that we teach at [TheFreeTrafficFormula.com](http://TheFreeTrafficFormula.com). And the really cool thing is that once you succeed at blog marketing, then the other 90% of the formula comes very easy. For example, a couple of the additional things we teach in The Free Traffic Formula show you how to successfully take this information that you have written for your blog and apply it to some easy video and article marketing. Blogging for traffic is an amazing way to get lots of free traffic to your site, but you can easily generate 5 to 10 times more free traffic if you simultaneously incorporate video and article marketing. PLUS, if you implement the other free traffic generation techniques that we teach in The Free Traffic Formula, then your blog marketing will come a lot easier. What I am basically saying here, is that if you take the effort to incorporate blog marketing on your website, then you owe it to yourself to follow a few more simple steps for more free traffic...

Here are just a few of the many things you will learn when you pick up your copy of The Free Traffic Formula:

- How to easily implement important keyword research before you even get started so you will guarantee your top search engine rankings!
- The most important thing to look at when you do your research.
- How to easily create hundreds of killer 2 minute videos (that people will love) so that they will immediately want to visit your site.
- The big secret to legally stealing traffic straight from your own competitors. How to get prospect straight to your website, even when they were looking for your competitor’s website.
- How to look like you are a pro at SEO and get great search engine rankings for your web pages, even if you never have preformed a lick of SEO.
- The secret to increasing your sales with your newly implemented media formats.
- The secret to viral videos: Learn how to have friends, family and coworkers want to share your video with the rest of the world.
- What you should NEVER do while building free traffic.
- The perfect lengths for your videos/articles/and free reports
- Where you can get free materials in order to provide your prospects with killer content, that appear to have been created by a Fortune 500 company. Your prospects will be left thinking that they are dealing with a multi-million dollar enterprise.
- The best formats for uploading your content.
- How you can legally “spam” people, and build a list of thousands of prospects, and your I.P. address won’t even be blocked. You’re gonna love this one!

- How to get free leads and people calling you for your business, even if you never set up a website! (and still get those top search engine rankings!)
- How to get tons of links pointing straight to you, without ever linking to anyone else!
- And much much more!

Dan Dimit and I have worked extremely hard in order to provide people with the ultimate guide for generating free traffic to their websites, and we believe that you will agree. In fact, we are so confident in our formula, that we have provided one of the most amazing guarantees on the web. While following our formula, you will generate massive amounts of free traffic and leads for your business, or Dan and I will personally generate over \$1,000 in free traffic for you!

I hope you have enjoyed and benefited from the information that I have provided in this eBook, and I invite you to email me or join us on our weekly conference calls if you have any questions. You can sign up and learn about our free conference calls, get our free eBooks, and benefit from our free mini course at our website [www.TheFreeTrafficFormula.com](http://www.TheFreeTrafficFormula.com), and of course, you can contact me via email at [daniel@thefreetrafficformula.com](mailto:daniel@thefreetrafficformula.com).

To your success!

A handwritten signature in black ink that reads "Daniel Pereira". The signature is written in a cursive, slightly slanted style.

Daniel Pereira