

Instant Traffic Shortcuts

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



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Keyword Research

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

1 – Adwords Keyword Tool (and Traffic Estimator)

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

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

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

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

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

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

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

And the suggested results would be:

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

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

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

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

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

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

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

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

keywords have a lot of PPC competition, this is not necessarily a bad thing – it is an indicator that the market is profitable. If it wasn't people wouldn't be paying for those ads.

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

2) Wordtracker – Free “Google Trends” version

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

This tool gives the daily search volume for the top 100 directly related terms.

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

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

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

3) Keyword Browse

<http://www.KWBrowse.com>

KWBrowse.com –gives directly related terms as well as thematically related terms.

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

Below is a link to a free tool you can use for keyword research. It's easy to use, just type in your main keyword, click "gather keywords" and then "gather data". (Make sure to gather data for terms in "" quotes)

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

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

<http://www.TrafficUncut.com/keywordtool.exe>

The screenshot below shows the software in action for an example in the golf market ... digging down for terms based on "Golf Swing"

No	Keywords	Searches	Google	Yahoo	Msn
<input type="checkbox"/> 1	golf swing	736	3,360,000	7,130,000	1,610,000 results
<input type="checkbox"/> 2	stack and tilt golf swing	137	19,500 ✓	33,300	12,500 results
<input type="checkbox"/> 3	biomechanics of golf swing	112	14,600 ✓	28,500	golf swing" - Live Searc...
<input type="checkbox"/> 4	how to swing a golf club	80	50,500	94,200	18,200 results
<input type="checkbox"/> 5	perfect golf swing	73	233,000	784,000	81,700 results
<input type="checkbox"/> 6	golf swing takeaway tip	62	11,700 ✓	2,340	395 results
<input type="checkbox"/> 7	golf swing tips	59	145,000	455,000	60,800 results
<input type="checkbox"/> 8	golf swing technique	53	30,800	62,400	10,800 results
<input type="checkbox"/> 9	golf swing tip free	51	1,490 ✓	1,060	550 results
<input type="checkbox"/> 10	golf swing mechanics	41	37,200	80,000	22,300 results
<input type="checkbox"/> 11	biomechanics of the golf swing	37	17,600 ✓	50,700	the golf swing" - Live S...
<input type="checkbox"/> 12	the golf swing	37	764,000	1,340,000	346,000 results
<input type="checkbox"/> 13	golf swing teaching aids	36	6,000 ✓	17,100	1,480 results
<input type="checkbox"/> 14	golf swing instruction	34	68,700	211,000	29,900 results
<input type="checkbox"/> 15	golf swing plane	34	40,100	127,000	24,300 results
<input type="checkbox"/> 16	golf swing over the top	31	1,720 ✓	716	346 results
<input type="checkbox"/> 17	2nd swing golf	30	19,600 ✓	23,100	9,910 results
<input type="checkbox"/> 18	proper golf swing	30	56,400	154,000	29,900 results
<input type="checkbox"/> 19	golf swing tip	26	47,200	107,000	14,500 results
<input type="checkbox"/> 20	improve golf swing	24	52,600	188,000	17,700 results
<input type="checkbox"/> 21	golf swings	23	127,000	410,000	105,000 results
<input type="checkbox"/> 22	the perfect golf swing	23	84,700	588,000	45,600 results
<input type="checkbox"/> 23	free golf swing tip	20	13,500 ✓	17,000	1,170 results

One thing to note is that if you use this tool a lot, Google may block your IP for 24 hours. This is their own "defense" against automated tools.

However, you can still do the research by hand – simply take the list of keywords and do a search for each term (in "" quotes) in Google and note the number of results for each term...or just continue with the Wordtracker tool.

Creating the content

You should now take a list of your keywords and create 300-500 word articles based around them.

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

You don't need to get too hung up on this, just ensure that you are writing for people, rather than just trying to spam with too many keywords.

You should install a wordpress blog on your OWN site as this is the easiest way to manage content and update it.

Download and install the plugins mentioned in the video from:

www.TrafficUncut.com/plugins.zip

For each article, post it to a separate post on your blog. Then create a quick rewrite and submit that to several article directories.

Here is a list of the top 25 directories based on Alexa rank:

EzineArticles.com

GoArticles.com

ArticleDashboard.com

SearchWarp.com

ArticlesBase.com

iSnare.com

SelfGrowth.com

Buzzle.com

ArticleCity.com

IdeaMarketers.com

ArticleAlley.com

Web-Source.net

SelfSEO.com

Amazines.com

ArticleTrader.com

SearchGuild.com

WebWorldIndex.com

ArticleSphere.com

BusinessKnowHow.com

PromotionWorld.com
ArticlesFactory.com
ExcellentGuide.com/article
ContentDesk.com
ArticleCube.com
ArticleBiz.com

When submitting to article directories, you get to include a signature link also with (typically) up to two links back to your site(s).

Here is what I recommend:

- 1) Create one anchor text link that links to your blog post.
- 2) Create a second link that goes back to your homepage.

(If you don't know how to create an anchor text link, here is the code you need to use: `Anchor Text`)

This helps "strengthen" all the individual pages on your site, as well as your homepage.

Here is an example signature box:

"For a free [Golf Swing Teaching Aids](http://www.GolfSwingTeachingAids.com) report visit our site at: www.GolfSwingTeachingAids.com"

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

The benefit of these article submissions is three fold.

- 1) You can get direct traffic from the articles in the directories.
- 2) You get backlinks from the article directories.
- 3) If someone republishes the article, you get direct traffic and backlinks from them also!

You can also submit your content to other various web 2.0 authority sites. Many of these will naturally rank your content high, and they also provide more links to your site.

www.Squidoo.com
www.hubpages.com
www.wetpaint.com

www.bumpzee.com
www.quizilla.com
www.experienceproject.com
www.clipmarks.com
www.blogowogo.com
www.weebly.com
www.tumblr.com
www.terapad.com
www.pownce.com
www.jaiku.com
www.usfreeads.com
www.scribd.com
www.slideshare.net

Sites like Squidoo and Hubpages also allow you to add your YouTube videos and blog RSS feed.

RSS Feed Submission

One often overlooked tactic is the use of blog RSS feed syndication. RSS feeds, at their most basic, are simply a way to present your content in a machine (i.e. search engine) friendly way.

There are lots of "RSS Aggregators" online where you can submit your blog's feed. These will give you backlinks to your site and they also automatically update every time you create a new post so it is a great way to get your content syndicated across the web easily.

If you are using a Wordpress blog, your feed address is simply:

www.yoursite.com/blogdirectory/feed

Where "yoursite" is your domain name, and "blogdirectory" is just the name of the directory where your blog is located.

Here is a list of some of the top RSS aggregators you should submit to. All of these are free, and you only need to submit them one time.

www.Feedage.com
www.Feedagg.com
www.Feedraider.com
www.azfeeds.com
www.feedfury.com

www.octora.com
www.technorati.com
www.icerocket.com
www.rssmotron.com
www.rssmicro.com
www.goldenfeed.com
www.blogdigger.com
www.feedest.com
www.rssmountain.com

You can also submit feeds from your EzineArticles author feed, Squidoo feeds, USFreeAds feeds etc...

Create videos and use www.TubeMogul.com to submit them to multiple directories.

Make sure to use your keywords in the title of the video and the description. Make the first line of the description be the full URL of your website – this helps you get direct traffic and backlinks.

If you want to create powerpoints use the free office software from:
www.OpenOffice.org

Get a free screen capture software from:
www.CamStudio.org

You can take the audio from your video recording and upload it to different podcast sites like

www.PodcastDirectory.org ,
www.PodcastingNews.com ,
www.PodcastAlley.com

For a complete comprehensive course on how to generate thousands of visitors to your site and grab #1 rankings on Google, make sure to check out:

<http://www.TrafficUncut.com>