

Traffic Explosion 3.0 - The New Rules to Internet Marketing (2014/2015 Edition)

The Internet has changed. No seriously, the INTERNET HAS REALLY CHANGED.

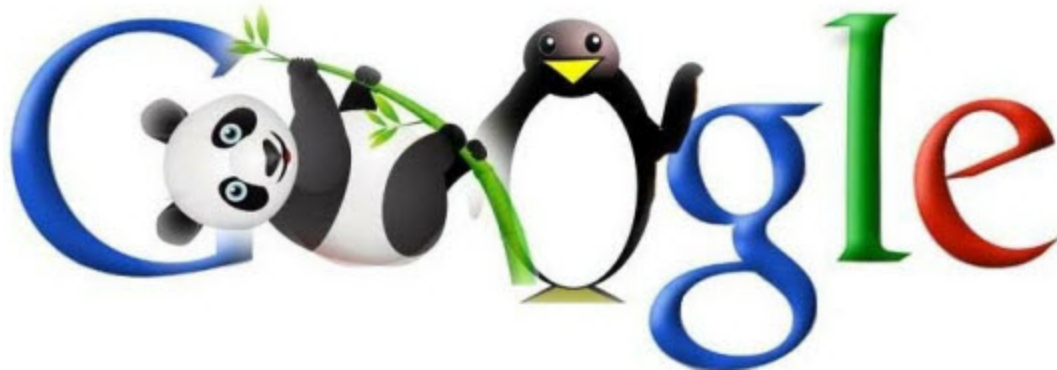
Looking back to 2002 when Carson and I first started out in the crazy (but fun) land of Cyberspace, things have changed a LOT.

In fact, we are living in a day where the changes happen quickly. They come without warning and if you are not up to date on the latest trends, the carpet (ie, your business) can be ripped right from under your feet.

Good news is, the Internet in 2014 and beyond looks very bright for those that are willing to play by the rules. But those that are looking for loopholes in the search engine algorithms, looking to earn money through “automation tools”, and serial “make money product buyers”, really don’t have a lot of hope.

Before we get into a bunch of cool, awesome, and fabulous traffic “getting” techniques, I want to discuss some of the major changes and how it will impact your business going forward.

Google Panda & Penguin Updates



Recently Google slammed the door on some very large corporations and multi-million dollar businesses. Traffic was shaved, sliced, cut, chopped...however you want to say it. The premise for the algorithmic change at Google came down to a few things.

First, people were gaming search engine rankings by “faking” link popularity. Large companies like JC Penny and Overstock.com got the SEO door slammed on their face because they were paying for people to place links on their website. There were many other notables. In fact, millions of websites were impacted by these rankings updates.

These manufactured incoming links had nothing to do with the content on their sites and were obviously bought, thus were completely “gamed” links. Google discredited these back-links (gave no value to them) and their search engine rankings were chased downwards...in many cases, completely vanishing websites altogether from the search engines.

Then they hit content farms. You know, the places where people have been dumping low quality, spun, copied, rehashed content for years. The main culprits were long standing article directories like articlesbase.com, ezinearticles.com, goarticles.com, hubpages.com and squidoo.com. eHow and WikiAnswers also noted big traffic losses overnight when the Panda came down on many of the pages within their sites.

These sites are no longer relevant NOR will article directories provide any value to your business. So if you are currently submitting your content to these sites, STOP NOW!

YOUR content should be submitted to YOUR website.

The Panda update claimed hold of (or at least affected) 11% of all content on the web. Pretty massive stuff when you think about it... and the dust from subsequent Google Animals (algorithm updates) is not quite settled yet, nor will it for quite some time.

Quality Content is Becoming More Social

Facebook. Google +1. Twitter. Pinterest.

These are all having an impact in your rankings now. If you are not into social networking yet, then you may want to reconsider.

I have run several tests with my content on a variety of my websites, one of the main being WaysToAvoidScamsOnline.com. After initially publishing my content, I have noticed that it can take a little longer to get indexed and ranked in Google without social sharing.

Here is an example of [a post](#) that this has happened to with targeting “is bbb scamming companies”.

waystoavoidscamsonline.com

Search

Found in Position: **5** Page: **1**

<http://www.google.com/search?q=is+bbb+scamming+companies>

[Better Business Bureau Scam | BBBScam](#)

[bbbscam.net/](#)

BBBScam provides information about how the **Better Business Bureau** scams businesses in to buying their ratings and wants consumers and companies to ...

[BBB Is A Scam - Ethan Vanderbuilt](#)

[ethanvanderbuilt.com/.../better-business-bureau-bbb-rating-scam-yes-opi...](#)

by Ethan Vanderbuilt - in 141 Google+ circles

Feb 2, 2014 - After reviewing many **companies** that are clearly **scams**, I can say that the **BBB** is not a reliable place to find out if a **company** is a good **company** ...

[Report a Scam - Better Business Bureau](#)

<https://easternnc.app.bbb.org/scamtip>

Feel free to leave us a tip on a **company** or offer that sounds like a **scam**. To do so , please fill out the form below with as much information as you are able to ...

[Scam Alert -- How cold temps are triggering utility company ...](#)

[concord.bbb.org/.../scam-alert-how-cold-temps-a...](#)

Better Business Bureau

Loading...

Feb 21, 2014 - **Scam Alert -- How cold temps are triggering utility company scams** ... other line identifies her/himself as a representative from your local electric or gas **company**. ... To find out more about **scams**, check out **BBB Scam Stopper**.

[Is BBB Scamming Legit Companies Out of Money - Ways to ...](#)

[waystoavoidscamsonline.com/is-bbb-scamming-legit-companies-out-of-...](#)

by Kyle WA - in 3,516 Google+ circles

Jul 25, 2013 - This **company** name is ironic by nature of its name and within the upcoming uncovering of **BBB**, I am going to **Is BBB a Scam?** show you why ...

As you can see, using Jaaxy SiteRank I am able to determine that I am on Page 1, Rank 5 of Google.

[Find Where YOUR Site Ranks Using Jaaxy!](#)

In some cases, when I initially publish new content on my website I can be several pages down in the search. With a little bit of social sharing and encouraging engagement on your new content, you can definitely (a) increase indexing speeds, and (b) increase your overall rankings.

Social sharing ALL of your content that you create on the following social networks should be a

priority with each page/post that you create on your website:

- Google Plus
- Facebook.com
- Twitter.com
- Pinterest.com
- Within Wealthy Affiliate

I will be discussing more about this in the later on in this guide!

The future within the Internet Marketing world looks bright... if you are doing the right things.

Within the following pages I am going to show you a traffic methodology that will always be around...FOREVER (as long as people are still reading, watching, and sharing content through some form of network, Internet, intranet...whatever)

Before I (Kyle) get started here, I just want to let you know about Carson and my “social spaces” where you can follow and hang out with us online. Take a second and if you are part of any of these, make sure you add us!

Websites we frequently are seen at:

<http://www.WealthyAffiliate.com>

<http://www.Jaaxy.com>

<http://www.SiteRubix.com>

Our Facebook Accounts:

<http://www.facebook.com/kyle.wealthyaffiliate> (Kyle)

<https://www.facebook.com/carson.wealthyaffiliate> (Carson)

<http://www.facebook.com/jaaxy> (Jaaxy Page)

<http://www.facebook.com/wealthyaffiliates> (Wealthy Affiliate Page)

Our Google + Accounts:

<https://plus.google.com/113249579666422568736/posts> (Kyle)

<https://plus.google.com/115801432659344014880/posts> (Carson)

My Pinterest Account:

<http://www.pinterest.com/kylewa/> (Kyle)

Our Twitter Accounts:

[@kyleandcarson](#) (everything Internet marketing)

Without further ramble, let's get into the goods... :)

The Google of the Future (Stay Ahead, Be Rewarded)

People tend to get confused about SEO because they lose sight of what Google is and what their business is based off of.

Let me ask you this...

What do you think Google is looking for when they return search results?

If you guessed any of the following you would be incorrect:

- Backlinks
- Content
- Keywords
- Meta tags
- Titles

This may seem like a bold statement, but Google doesn't really care much about any of these at the core of their business. Them using these as ranking metrics has been a side effect of them looking for QUALITY CONTENT.

There is SEO in a nutshell.

If you want to rank well in Google now and rank well in Google 5 years from now, you are going to have to put emphasis on creating quality, thorough, helpful and engaging content.

That is what Google wants and with every single Panda, Penguin or other search update that gets rolled out, they continue to get better and better at finding the quality content and punishing low quality content.

With all of my sites over the years I have looked forward to Google animals being let out of the

cage. Why?

Because I have always focused on quality content within every page or post that I create. Sure I create content that subtly targets keywords, but my focus is not stuffing keywords in there. It is getting a keyword topic and then delivering a powerful and informative article.

Google recently ran an update and I just want to reveal the traffic increase that I experienced with this site.

Take a look at my Google Analytics chart from one of the most recent Panda updates in mid May, 2014.



There is so much misconception about these “black hat” techniques that float around, and all the junk products that people try to sell to encourage these transient techniques (meaning they don’t last) that people get confused about what they should be doing.

I am telling you right now. If you build quality, helpful, and engaging content, and make that your focus, Google WILL find you and Google WILL rank your entire website well.

But not every single keyword will rank and there is a proper way to use keywords on your website.

And that leads me to the next discussion...

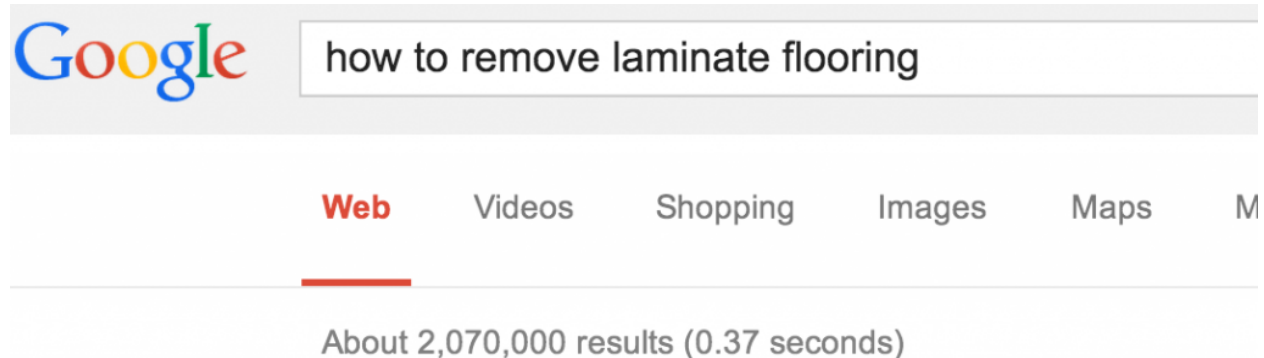
How Do Keywords Really Work?

There has been much confusion about the “point” of using keywords on your website and I want to add some simplicity and some clarity to the term “keyword”.

First, what is a keyword?

A keyword is a word that someone types into a search engine (like Google). It is when they are looking for something. It could be absolutely anything.

For example, if someone was looking to redo the flooring in their house, they may search for something like this in Google.



When someone types in this search, Google provides them with what they deem as the most relevant and useful search results. These results are websites like the ones that you can create within Wealthy Affiliate.

How do you get ranked under keywords?

In a word, CONTENT.

Engaging, quality content...will lead you to getting rankings under keywords. As you move forward through the training here at WA, you are going to see ongoing emphasis on this.

People often times think they need to create their content for search engines because that is where their websites get ranked, when in reality search engines are looking for quality, engaging content that focuses on the people reading that content.

A keyword is the most powerful thing an online marketer can understand as it is the premise of someone looking for help. If you can help someone, you can build a business doing so. Once you have a keyword, your next natural step is to create content targeting that keyword...in this case, I would target "how to remove laminate flooring" within my website content.

Also, if you understand the metrics of keywords (low competition, traffic volume) through keyword tools like Jaaxy.com, you are going to have a competitive advantage in any niche. Here is an example search using the same keyword, how to remove laminate flooring:

<input type="checkbox"/>	Save Selected	Keywords	Monthly Searches	Estimated Traffic	QSR	KQI	SEO Power	Domain Availability
<input type="checkbox"/>		how to remove laminate flooring	483	83	68	●	96	.com .org .net

As you can see, there is a variable called QSR. That is the TRUE # of competing pages you are up against in all of Google. Keywords under 300 QSR are quite easy to rank for and there are millions of these that become quite apparent as you perform [keyword research using Jaaxy](#).

Important Note: When a website gets ranked on the 1st page in search engines, their relevant page comes up in the rankings and as a result, they will end up getting traffic from the “people” searching those keywords.


So Keywords = Traffic! Traffic = Opportunity!

And once you have traffic, you have the opportunity to make money from your website in MANY different ways. You can do this through affiliate programs, you can do this through advertising, or you can do this through the building out of an “email” list.

One example for this particular example could be joining the Lumber Liquidators affiliate program, which pays 4% commission on all types of flooring.

[Home](#) [Affiliate Program: Payment and Tracking](#)

[Affiliate Program](#)
[Affiliate Basics](#)
[Getting Started](#)
[Affiliate Payments](#)
[Affiliate Agreement](#)



Payment and Tracking

When can I start posting links on my site?
Once you receive an approval email, you can set up links and banners immediately. You will be associating your site with Lumber Liquidators brand awareness and everyday low prices.

How can I track my commission?
Our affiliate partner LinkShare, provides sales tracking and reporting through their site. This is available anytime of day!

How are commissions paid?
Commission checks are sent out monthly, with no minimum payout restrictions.

If I got ranked under the keyword “how to remove laminate flooring”, there is a good chance my traffic would be interested in purchasing new flooring. If I sent them to this website through the affiliate program, I would earn a 4% commission on each sale, average commission for me being \$40-120.

Making content your first and foremost emphasis is priority though.

That is the emphasis first and foremost. Creating your website, building out your content (targeting keywords), getting traffic and then earning money.

If you focus on the money initially, you will skip the important stuff that will lead you to actually making money so make the creating of quality content and targeting keywords your initial focus.

So PLEASE make sure when you are starting out a website that your focus is not initially on the making money part, you first have to get traffic before you can make money.

If you create quality content, search engines will find you.

Every page or post that you create on your website will target a keyword phrase. You should be targeting the “concept” of your content to a particular keyword. You should also be focusing on creating QUALITY content that helps your reader.

There was a day when people used to SPIN content and use automation tools to manufacture fake content that would “trick” Google and other search engines, but that is no longer relevant and actually will kill your website rankings (if you attempt to do this).

How to Remove Vinyl Flooring | Removing Old Linoleum ...

www.improvenet.com/.../diy-how-to-remove-old-vinyl-flooring-linoleu... ▼

Mar 23, 2014 - Need help **removing linoleum** or **vinyl flooring** and glue from your home? Check out ImproveNet's expert advice about **removing flooring**.

How to Easily Remove Old Laminate Flooring From ...

homeguides.sfgate.com › Construction & Remodeling › Floors ▼

When **removing old laminate** from over the top of a concrete **floor**, the goal is to get it done as quickly and easily as possible so you can get right to the remodel ...

How to Remove Linoleum: 12 Steps (with Pictures) - wikiHow

www.wikihow.com › ... › Tiles and Grouting ▼ wikiHow ▼

How to Remove Linoleum. Linoleum is a cost efficient and environmental **floor** covering that is often found in kitchens, foyers, laundries or meeting rooms.

HowStuffWorks "How to Remove Laminate Flooring"

home.howstuffworks.com/.../flooring/how-to-remove-la... ▼ HowStuffWorks ▼

"Glued" **laminate flooring** isn't actually glued to the floor; rather, the planks are glued to

Google tends to rank websites very well that do provide this quality reader experience and as time goes on, they are getting a better and better grasp of what constitutes quality, engaging content, and what should be ranked high in their search results.

Will I Rank for Every Keyword I target?

Absolutely not. Over the years, I have created content that has never ranked. That is fine.

Too many people get fixated on trying to rank under ONE keyword and they end up spending all their time and energy...yet never get ranked. They fail as a result. These very same people would have been much more successful if they had simply created more pages/posts on their website targeting more keywords. More content, targeting more keywords, equates to more rankings.

Any given keyword ranking is out of your control and by targeting MORE keywords and creating content more often, you are going to ensure your chances of getting ranked under many more keywords.

One Page or Post Can Equate to = 1,000's of Rankings in Google. Huh?

What most people don't realize is that when you create content, you are not just targeting ONE keyword. You are in essence targeting in some case 100's of keywords within your content subtly.

Google ranks words and phrases. When you write say a 1,500 word article, that is a lot of potential words and phrases that can get ranked. Yes, they don't grant you more pull within the search engines for your keywords that are within the Title of your page/post, but the rest of your content is going to naturally get indexed.

Need an example? No problem (and you can do the same thing for any of your pages that have been indexed).

I simply take any page on my website that has already been indexed. In this case, my BBB post on my website.



I rank under the Title keywords. That is all fine and dandy. However, if I go to my page and find a phrase on my site and plug in it (or a variation of it), I will likely find that I am ranking under other search phrases.

in the world have low ratings because out of principle, they are not willing to pay BBB for a dated service that few people really benefit from.

Are Better Business Bureau Approved Work at Home Jobs Trustworthy?

Normal post content

I guess based on everything that you have learned, the answer is no. These days you are much better to search the Internet for unbiased reviews, seek out complaints from companies (not through BBB), and to do your own personal due diligence when looking to find a trust worthy "work at home" opportunity.

Here is one page. Now if I take this and I type "are better business bureau jobs trustworthy" into Google, you see that I am ranked #5 overall under that term (which I do get traffic from).

Are Better Business Bureau Jobs Trustworthy

Web

News

Images

Videos

More ▾

Search tools

About 59,800,000 results (0.32 seconds)

Delta Immigration & Employment Consultants Ltd Business ...

www.bbb.org > ... > Surrey, BC ▾

BBB's Business Review for Delta Immigration & Employment Consultants Ltd,
Business Reviews and Ratings for Delta Immigration & Employment Consultants ...

About the Better Business Bureau - Canada BBB

www.bbb.org/edmonton/get-to-know-us/about-us/ ▾

There are more than 30 million businesses in North America alone; and hundreds ...
BBB helps consumers identify trustworthy businesses, and those that aren't, ...

BBB Top 10 Scams of 2012 - Better Business Bureau

www.bbb.org/blog/2013/02/bbb-top-10-scams-of-2012-2/ ▾

Feb 22, 2013 - I decided to discontinue us because my bill kept going up more than
what I There are a lot of legit WAH jobs; but your mindset is your block ...

consumer tip - Better Business Bureau

www.bbb.org > Business Directory > Not Elsewhere Classified ▾

Every day, ads for work-at-home jobs appear in newspapers across the country, as
well as in national ... If it sounds too good to be true, chances are it's a scam.

Is BBB Scamming Legit Companies Out of Money - Ways to ...



waystoavoidscamsonline.com/is-bbb-scamming-legit-companies... ▾

by Kyle WA - in 3,678 Google+ circles

BBB. Better Business Bureau. This company name is ironic by nature of its
name and ... Are Better Business Bureau Approved Work at Home Jobs
Trustworthy?

Now multiply this by a lot of content on each and every post, and 20, 30, 50, 100 posts on a website and I think you are going to realize the potential with the content you created.

Over the years I have had posts on my website that literally got traffic from 50+ relevant keywords. That is the benefit of creating content and doing so on a consistent schedule. As you continue building your content out on your website, you are going to see more and more traffic grow cumulatively as a result of your efforts.

Research - The New Way

Google Instant Technique (AKA. Alphabet Soup Technique)

Before I dive into some of the specifics of the Google instant technique, I want you to check out a training piece I created at Wealthy Affiliate on this technique.

This outlines what Google instant is and how I leverage Google's search and walk my way through the alphabet and loads of low competition, yet highly relevant (and high converting) keywords.

[The Alphabet Soup Technique \(Watch Video\)](#)

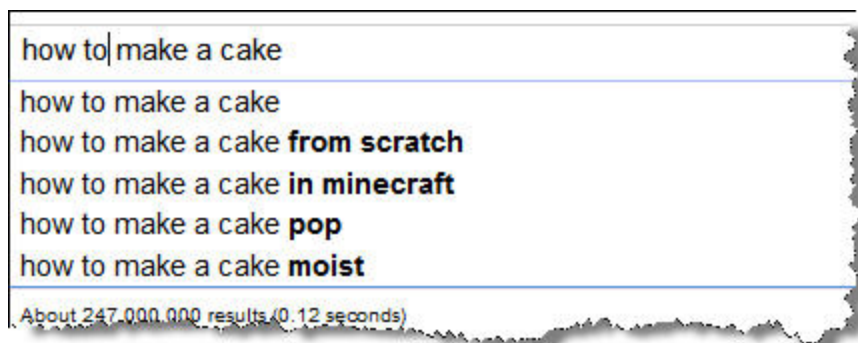
There are three expansions to this training resource that I am going to explain in detail. These will give you all the ideas you need to write for a lifetime...really. As Google gets new people searching for new things, Google instant is updated live. There are millions of new search terms that arise and are derived from people's natural search habits every day and you can capitalize on this as a marketer.

Technique Expansion #1: The "in between" phrase

The first technique I am going to show you utilizes Google Instant in a way very few people know about. It reveals the potential phrases in between the first and last words. Confused?

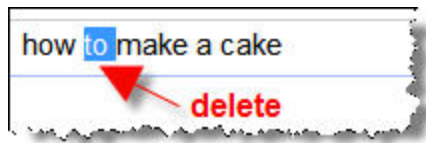
It is a little easier to show you, than explain here.

First, type in a complete phrase. In this case, I typed in "how to make a cake".

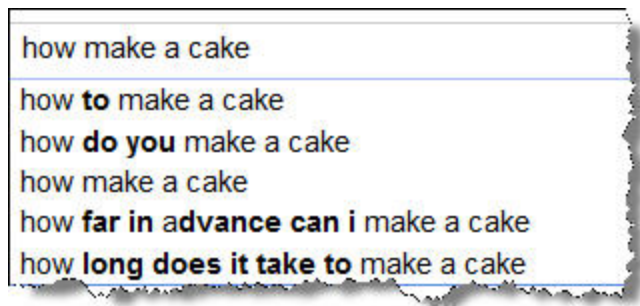


It yielded a bunch of good keyword ideas naturally, but this is a technique I already explained within my blog post. The next step is where the trick takes place when we delete a middle word,

in this case “to”.



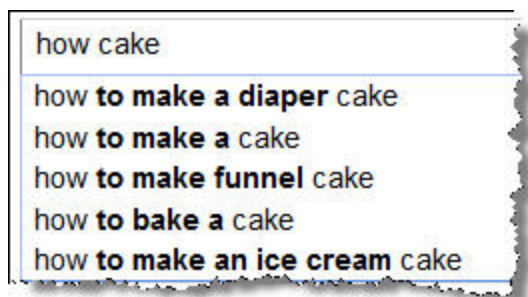
Whammo! Google has just given me some phrase variations that start with “how” and end with “make a cake”. See these results below.



Google has given me 5 excellent keywords that I could then write content around.

how to make a cake
how do you make a cake
how make a cake
how far in advance can i make a cake
how long does it take to make a cake

Off to a good start. You can take this technique even one step further. What we are going to do now is delete “make a” leaving just “how cake” remaining.

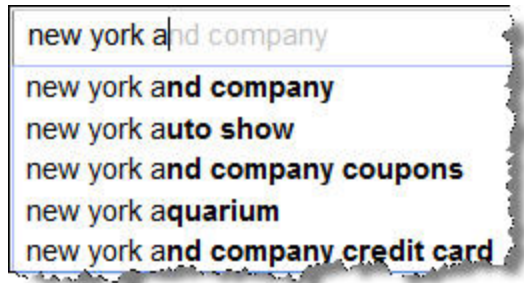


This has revealed another set of brand new keyword phrase variations, all excellent long tail terms that will be very easy to rank in the search engines via “article writing” or “website content”.

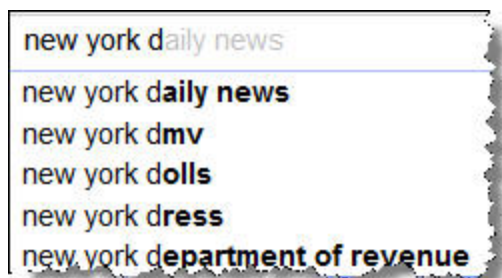
Instant Technique Expansion #2: The “local” phrase

The next technique is going to help you find unlimited “local” type keyword phrases. The “local” market is absolutely massive and most local companies have no idea how to research or get rankings. You will be able to use this technique to help drive your local business (if you have one), or you can use it to research keywords for a local client or prospective client.

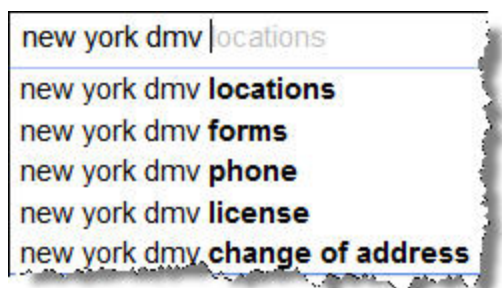
The first step is to type in a CITY, followed by a letter. In this case “new york a”.



This has revealed some of the top New York related searches that people are doing. The next step is to type in a letter following the term. In this case, I typed in the letter “d”.



Google has revealed 5 more search phrases starting with New York + “d” word (daily news, dmv, dolls, dress, department of revenue). Now I am going to elaborate on this to get even longer tailed, more targeted search terms. I finish off the next word with one of the examples Google Instant has given me, “new york dmv”.



There you have it!! FIVE very targeted search terms. I started with something as broad as New York, and I finished with targeted terms like “new york dmv change of address” in less than 30 seconds. I hope you are seeing the infinite potential here. :)

Instant Technique Expansion #3: The “local finder hybrid” phrase

The next technique is a hybrid of the last two techniques. We are basically going to find local terms using the “in between” technique.

The first step is to type in a local search. In this case, I sought to “find restaurants in new york”.



People that are looking to “find” something are very engaged, potential customers. Really, as a marketer or business, these are excellent types of searches to target with your content efforts.

The next step is going to be to seek out other types of business that people are looking for in a particular location, in this case New York again. We are going to use the “in between” technique and remove “restaurants”.



After this has been deleted, we are given a bunch of new locational terms.



These are all excellent terms and highly searched (remember, Google Instant yields the most popular searches first. What this search is doing is giving us all the terms with “find” + “term” +

in new york. The term is automatically entered by Google Instant.

Now we can take this even one step further. We can start typing in any letter (in this case I chose letter B), and Google will give us all the search phrases that have a term with starting with the letter b, as well as having find + new york somewhere in it.

Here are what the search results look like:



FIVE more excellent search phrases that I could write an article on and likely get ranked very quickly. An advanced Google Instant technique that you can use to find diamond-in-the-rough keywords. Awesome stuff!

Instant “news” items

When news happens, people go online. If you follow news closely online, by the time they making it to “print”, maybe a day or two have gone by. More and more people are going to go online to find out what they are looking for, and as a marketer, you can leverage this.

When people go online, they often begin their search for news at an online news site, but typically through a Google search.

Prior to Google Instant, their results would have been a little outdated. In fact, most news items likely wouldn’t have been indexed yet. The results in Google instant are almost updated to the minute!

The great thing about having a niche website of your own is that you can capitalize on these news articles within your respective niches (and the traffic that comes with those).

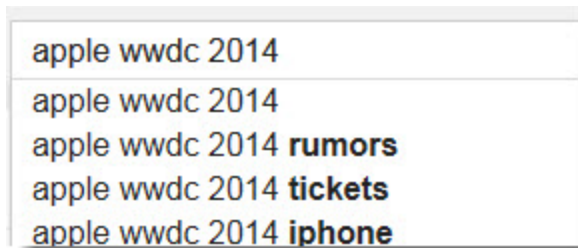
For example purposes, I am going to show you exactly how to do the research part, as I have already shown you an example of the writing part.

I looked at the news today and here some of the top things that came to my attention (on June 2, 2014). Let’s say my niche was Apple iPhones and I wanted to cover their “coding” conference

WWDC. Here is where the starting point of my research would be:

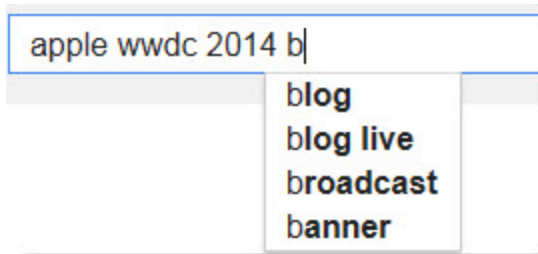
Apple WWDC 2014

Let's look at the results we go from Google instant:



We got 4 quick variations of the keywords, and even revealed some brand new keywords.

I could then go through alphabet soup with this event type keyword. Here is an example what the letter "b" brought up:



4 more keywords.

Would you have thought of all these variations so quickly (without the help of Google Instant)?

Probably not.

These are the "hot" terms that people are typing and if you target any of them with your articles or website content, you will see some good traffic!

Here are some other news sources where you can go to pick up on trends and keyword concepts as they are happening.

<http://google.com/news>
<http://www.newsvine.com/>
<http://www.cnn.com>

<http://www.huffingtonpost.com>

<http://www.bbc.co.uk/>

Power up Your Social Benefits

Getting “likes”, “+1’s” and “tweets” is not just clicking a button.

OK, maybe it is a click of a button, but in order for someone to share your content, it has to be worthwhile.

The good news? People love to share information. That is why the social networking world has been so successful and why Facebook , Google + and Twitter exist in the first place. BUT...

You have to give people a reason to share.

Your content needs to be:

- (1) Interesting
- (2) Timely
- (3) Engaging
- (4) Debatable
- (5) Provocative
- (6) Funny
- (7) Helpful

If your article, web page or blog post is one or more of those, then you are going to have a good chance of getting “shared”. Every time someone shares something, there are potentially a lot of new sets of eyes that may read your content, click-through your content, and ultimately reshare your content (starting the cycle again).

At the time of this writing, the average Facebook account has 120 confirmed friends. The average twitter account has 300 followers.

Let’s crunch some numbers. Say you have an average post on your website that gets 10 likes, and 10 tweets. The following are the potential viewers that will see your post:

$10 \times 120 = 1200$ people see it.

$10 \times 300 = 3000$ people potentially see it.

4200 potential viewers from one article!

These people may go onto share it (depending on the quality of your content). This is when things can become viral and your traffic will explode!

Take a look at a sample post on my site:



As you can see, this post definitely got a boost from social sharing (activity). It has 512 tweets, 451 shares on Facebook, and 58 Shares on G+. It gets great search engine rankings and when I update the content on pages like this (improve it), it also gets re indexed very quickly.

Focus on writing quality, not for keywords. Quality will lead to rankings.

I know, tough to wrap your head around because we have all been taught to write only for the search engines. I would say to do both...write quality (first and foremost) with the idea that people may want to share your article in mind, and then write with specific keyword themes and topics in mind that you want to get ranked under.

How do you get more tweets and likes?

Pretty simple really. Write good content!

People will share it, trust me.

You can kickstart any page or post by tweeting, +1'ing and liking it from your own accounts, but you need to be careful about doing this if again, your content is no good. You don't want to look bad to your friends initially or they will never take any of your content plugs seriously.

If you have a mailing list that would be interested in your content, share it with them. If you have friends or family that are interested in the subject matter that you are writing about, send them an email with the link.

Really, quality content is the core principle behind adding more social value. If you write with the

reader in mind and the share component, it will naturally gain social traction. Some articles may even surprise you and become viral.

PIN Your Content!

If you have not already heard of Pinterest.com, it is about time you listen up. Another startup has risen out of Silicon Valley and is already behaving as another awesome social medium to get more reach out of your content.



If you do not already have a Pinterest.com account, you should spend a minute and get one here.

<http://www.pinterest.com>

They have a waiting list for some locations still, so just register for their waiting list and you will be able to get on board or ask around to your friends for an invite!

Once you have your Pinterest account, it is time to take full advantage of it. The benefits may not seem substantial at first, but over time it can lead to a lot of traffic and ultimately a lot of revenue. Remember, traffic and reach equates to revenue. Without traffic, you have no revenue!

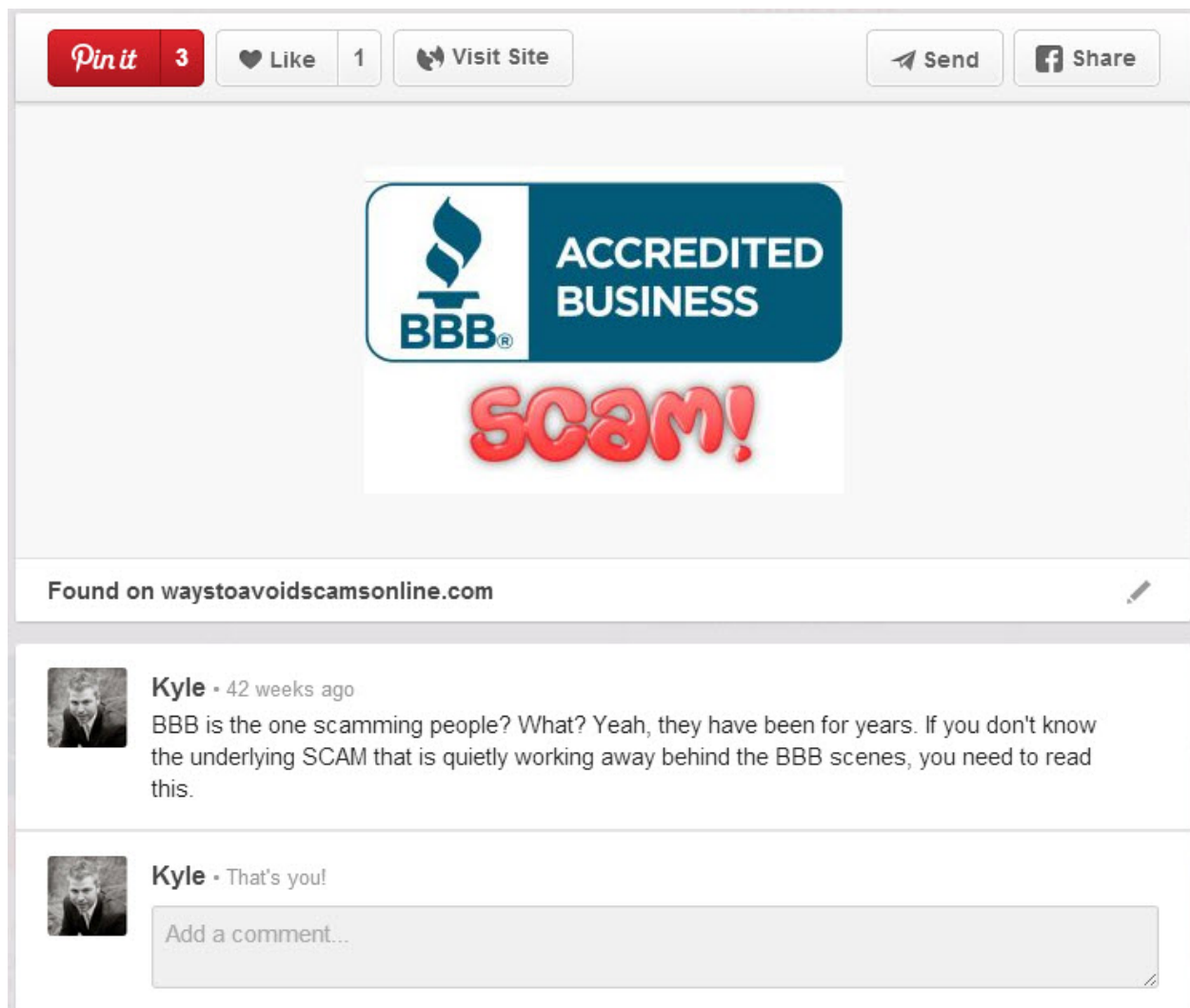
Here are 3 EASY ways to implement techniques that you can use Pinterest with:

(1) Pin Your Street Articles

Something that you should get into the habit of doing, is pinning all of your Street Articles. Note that in order to PIN, you must have an image added for each article. If you don't add images, Pinterest will have no image to "pin"...therefore not working.

Pin your articles and gain extra exposure. People tend to repin content they find interesting and if you are using images that people find that capture qualities they want in one of their boards, you will likely make the cut on many "boards" within Pinterest.

Here is an example of a PIN to a Steve Jobs article I wrote that I will be discussing later on in this guide.



(2) Pin Your Website

You should also PIN all of your websites, all of your posts, and all of your pages on your site, assuming they are all interesting and have interesting images on them. These could be added within a section relevant to your site's content.

If you have a recipe site and you add recipes regularly, you might want to call your "board", My Recipes and then add all of your recipe pages to that.

(3) Acquire a following

Like any other social network, you will get out of it what you put into it. Communicate with others, befriend others, find people in relevant niches and connect with them, and "socialize".

Also the better and more interesting your profile is, the more people that are going to follow you. If you don't have time for Pinterest.com, don't use it. However, it can be another medium to acquire a social following, create friends, and ultimately increase your reach and website traffic.

[Kyle's Pinterest](#)

[Carson's Pinterest](#)

Importance of Owning a Domain

We are hearing lately about all sorts of things related to owning a website. Some people are saying they are becoming less important (with mobile and social mediums like Facebook), some people are saying that you are dead in the water without one, and some people don't know quite what to say.

Well I have a different theory. I personally think that you need to look at a domain like you do real estate. They are a limited commodity, they are becoming more scarce, and for the small investment of a few bucks, you can't go wrong buying domains (in particular .com domains).

Regardless of what others say, I know as an Internet marketer you are dead unless you eventually move to your own domain. It is absolutely OK to start off with a SiteRubix.com website but at some point you need to start considering your own domain...and your own brand.

It really does give you a base and a foundation and when you do move to your own domain, you will be happy that you did.

There are still lots of domains out there and a lot of opportunity to build websites, sell websites, promote affiliates, build lists of subscribers, promote your own products, create a community, create a brand, create a following...and EARN MONEY through websites. This guide is about traffic, but a domain is what you are going to be driving this traffic to and what is going to get indexed in the search engines.

Building a website is a piece of cake now. There are services like SiteRubix (the website builder exclusive to [Wealthy Affiliate](#) members), along with others out there. If you read the above post, I explain where to go to build a website, and offer some free solutions as well.

Outsourcing your force

We have discussed techniques to research, write and get shared, but how do you build large successful campaigns?

Scale. Scale. Scale.

And how do you do this?

Writing in volume. This will amplify your success. Not all of us have the time to write 5-7 posts per week, but there are many people out there that are more than willing to help you out (and do not charge a whole lot for it.)

What would it be like if you only had to publish your content? Well if you have a bit of a budget and know a few things, this can be a reality with your writing campaigns.

Many of the top writers in the world leverage what we know as “ghost writers” to help them out with content. Fortunately for us, we are living in a global economy and you are one site or one click away from having your own personal writer to help you with content...and it is not all that expensive.

Think of it like this. Say you are able to write 15 posts yourself per month (average one every 2nd day). That is excellent progress and can lead to a lot of authoring success.

$15 \times 12 = 180$ posts per year

Say you average just 5 clicks per day per post, you will be getting 900 clicks per day after one year. This is a low ball number here and it will likely be much higher, but this is essentially \$450+ in free traffic per day.

Now let's look at the potential if we scale. Say you hire a writer that you pay \$5 per post. They write an additional 10 posts/pages per week for you.

$5 \times 52 = 260$ posts per year (total cost, \$200 per month).

Say these articles average another 5 clicks per day each (which is realistic), you will be getting an additional 1,300 clicks/day in traffic.

After one month you have 35 articles, getting 180 clicks per day with the help of a writer. After one year, you have a total of 440, totaling 2,200/clicks per day. That is a ton of traffic and will definitely lead to A LOT of revenue.

Although outsourcing may not be for you right away, you definitely should consider it once you have some seed money. It will help you expand your business much quicker!

Where can you get this work done?

There are many places these days. Here are some of the main ones:

- (1) [elance.com](https://www.elance.com)
- (2) [fiverr.com](https://www.fiverr.com)
- (3) [freelancer.com](https://www.freelancer.com)
- (4) [odesk.com](https://www.odesk.com)
- (5) [Mechanical Turk](https://www.MechanicalTurk.com)

What to look for?

When you outline your job or task for writing content, here are some things that you should be looking for:

- someone well spoken (fluent in English)
- examples of articles (or work in the past)
- 100% unique content (absolute must)
- ability to write naturally and in first person

Outsource your writing force and watch your campaigns scale!

Rethink Your Writing, Reap the Rewards

Why do you write?

Money? To help people? To get ranked under certain words?

Whatever your reason, you are going to need to rethink one main component, and that is WHO YOU ARE WRITING FOR.

No, it is not Google.

No, it is not for your own promotions.

No, it is not to simply dump information either.

You are writing for your USER.

U-S-E-R. Also known as your visitor. Also known as the only reason Google has a business and you may or not have a business. So why are you writing for search engine robots, merchants, or simply doing a copy paste of content and expecting amazing results.

We all have done it or do it, but we need to rewind our game and make sure that we are addressing the biggest stakeholder in our business, a visitor.

Once you master content, traffic will come naturally. You can use the techniques that I have mentioned in the past pages to get as much traffic as you like. You are holding the key to your

own success, now get out there and write some quality content.

To floods of traffic and your long term business,

Kyle & Carson

Members of [Wealthy Affiliate](#)

Founders of [Jaaxy.com](#)

PS. Don't forget to follow us around as we fumble through the social world! :)