

# "The Robert Plank Show"



## Episode #021

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### How to Claim Unlimited Internet Traffic (Free SEO and Paid PPC) to Deliver Hungry Visitors to Your Websites

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We're talking about building an online business and continuing to build it so that it makes money wisely.

If you're listening to this call either you have websites or you want websites, maybe you sell services, maybe you sell products, maybe you sell e-books, maybe you sell physical books, maybe you sell home study courses. Either way, whoever you are, you need to get more eyeballs on your website. You need to get more people looking at your websites.

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Right off the bat, this is an idea that a lot of people don't get. I've talked to some people and even some people who were somewhat Internet savvy will have things like blogs for example. Let me use an example of business partner, Lance Tamashiro. His wife is a runner. She has a blog where she tells stories and talks about updates about her running adventures. "Today I went 50 miles at this place. Today I ran 32 miles up some hill. I'm going to tell some motivational anecdote about the runner's mindset."

I talk to people and they say, "I've got a blog. No one reads it."

I say, "What you need to do is you get some traffic going, have an opt-in form, build a list, email that."

They say, "Why would I do all those things?"

I say, "To get blog comments."

"Why do I want to get blog comments?"

"If someone comes to your site, they see that other people are there. They can read what you have and they can continue to click over. If you start recommending products or have links or make your own course then you'll have that established audience to then go and buy."

This is such a huge gap that needs to be bridged here. I know people who are like this. They have blogs or maybe they have a book out there and they want all this attention but they don't know how they're going to get it. They think that it's going to fall onto their lap. They think that, "If I got a blog out there, it will spread from word of mouth. People will hear about me and I'll get all these clicks, I'll get all these people flooding to me, and whenever I have to say they'll all go off on the recommendation."

That is a complete lie. The Internet is crowded enough. There are so many sites. How many sites did you visit today besides Facebook and Google? Maybe 10, 20, 30, 50. How many new sites? How many blogs? How many interesting videos? Quite a few. How many of those sites will you never be back to? Also quite a few.

When we have a website, we can't put it out there, cross our fingers, and hope people will find this. We have to use these traffic sources on the Internet because that's really all the Internet is. The Internet is - there are different web pages and then people link to other web pages. We want people to link to our site so that people can find it. Because you've never typed in a big long URL, right? Would you ever go to, for example, **RobertPlank.com/strategy-vs-tactics** if I spoke that out loud? No, you wouldn't. Chances are when you go to most pages on the Internet, you don't type in some big long thing.

Some other site links you to it. You're goofing off on Facebook and you clicked on it. You got an email and you clicked on it. You go to Google and you searched for something like Turlock, California dentist, clicked on it, and you ended up on someone else's website. Even if you are working on a website still or you may create sites for other people, either way, you still need traffic. We're going to talk about some free and some paid methods of traffic, what to do, what to watch out for, and what you completely ignore - the good, the bad, and the ugly.

## 1000 Sources of Internet Traffic?

If that sounds great to you, let's get pumped up. My first question to you is, how would you like it if I listed off 100 different sources of Internet traffic, if I give you 100 different URLs, 100 different traffic tips? Some of you are already getting excited, some of you are already watering at the mouth, and some of you are perked up. "A hundred sites? Awesome. I'm going to get my notepad out. I'm going to write them all down."

I'm sorry to disappoint you but I'm not going to list 100 traffic sources. I see this all the time. People say, "I'm going to give you 22 ways of getting traffic in the next 30 minutes." You're going to give you one minute per traffic method, you're going to be giving me a list of URLs? When I see things like that, when I see "Here are 500 best ways to traffic," I'm thinking, "Out of these 500, could you narrow it down to the top four or so?"

Today we're going to be talking about not every possible way of getting traffic because I know that if I listed 50 then someone else will drop in and say, "Here are 51," or "Here's some brand new ad network," or "Here's some brand new document sharing site," or "Here's some brand new social bookmarking site." We don't want to get crazy. Let me list off a few things so you know we're in for it.

We're going to talk about free traffic and paid traffic. Free traffic are things like mailing to your email list, search engine optimization which means publishing articles, doing a podcast like this one. Free traffic, an affiliate program (a way for people to recommend you to their subscribers), social media (posting things on Facebook or videos on YouTube), and forum (message boards and things like guest blogging). Those are the free methods that we're going to talk about.

Paid methods - this is where we use Pay Per Click advertising. That's where you go on to Facebook and on Facebook there are ads on the sidebar. You can say, "I want to have one of those ads and I want to target people who have previously liked L. L. Bean or Procter & Gamble or Barnes & Noble or Chicken Soup for the Soul and I'm going to advertise my self-help program or I'm going to sell my real estate course. I'm going to target people who've already liked Carlton Sheets and I'm going to send it to all the Carlton Sheets fans."

We have AdWords and Bing Ads where when someone types in a phrase such as "how to play the guitar," then you have an ad on the sidebar. If someone clicks you might pay \$0.30, \$0.50 in order to get that click. But when they get to your website the idea is that you make enough money to continue paying for those ads. You make more money from the sales of your e-book or membership site compared to what the ad cost. There are smaller traffic sources including ad networks or retargeting, solo ads (but not in the way that you've heard) and some offline strategies as well.

Do you have a website? Are you proud of it? Does it give consistent clicks and traffic?

Most of you can't answer all three of those things. A lot of you have no website or a test website, so you go to it and it says, "Here's my test blog. Here's my test WordPress site. Here's my test sales letter." I say, "Great. I want to buy it," I click on it, and there's nothing to buy. Or, even worse, people who put a lot of time and energy into a blog with a lot of posts or a Shopping Cart with a lot of things to buy or a

sales letter that does a lot of buildup to buy one thing. I go back and check in a year and the site has been taken down.

We don't want to throw away websites. I can look at my log which is at [RobertPlank.com](http://RobertPlank.com)... that's my blog where I'm going to post this episode of this podcast and talk about a lot of things.

When you go back to the early stuff, I sometimes cringe. I was thinking in terms of such small numbers. I was thinking in terms of making \$2,000, making \$5,000, which for you, if you're brand new that might be more of the terms that you're thinking of, but I cringe quite a bit thinking at some of the things that I thought at that time were problems. But either way, I'm still going to keep that website online. I'm still going to keep all that content online.

We've got 570,000 words in comments, 75,000 comments, and I've written 172,000 words and more by the time you hear this in that blog. I said that not to brag but that that's a site where there are always a handful of people on that site against consistent clicks. The point of that site is to link back to my other products and that's one of many sources of traffic that I have online.

You need to have an Internet presence, you need to have something people can buy, you need to have a way for people to get on your list, and you need to have people consistently coming to your site. Along those lines, there are two things I always hear and I think I'm always going to hear this and it's kind of a disconnect. I hear in one of the spectrum people saying, "You know what you should do, is you should make a site where you charge \$10 a month. Get 1,000 people to join that site. That's easy stuff. Then you'll get \$10,000 a month from doing nothing."

The thing is you're not going to ever get paid for doing nothing. You're going to have a product for sale that solves a problem or you're going to be bringing people together somehow, but either way people aren't going to pay you for nothing. They're going to pay because they get something in return. This whole idea that you're going to make a site and that people are going to join it, forget about it, get billed \$10 a month and not mind it - I think that's really, really bad thinking.

On the other hand, I hear people saying, "All you have to do is find 10 people who are going to pay you \$1,000 a month. Find 10 people. That way you don't have to have a big list, find 10 people and those will be your 10 people forever. They'll hire you and you'll make an easy \$10,000 a month."

I'm thinking, that's a good idea in theory, but good luck finding those 10 people with no list, with no credibility, with no traffic. It's not going to happen. The money is somewhere in between there.

Lance and I have a coaching program, we have the ability for people to pay us on a recurring basis, we meet with them one-on-one, we have high-ticket courses, but we also have low-ticket. I also sell things for \$7. I also do things for free like my blog, like this podcast, like the emails I send out because I know that I don't want that well to run dry.

On one hand, we do want to have some kind of big package or some kind of high dollar thing like coaching, for example, but we also want to keep in mind that, first of all, we need to have an email list

and we need to keep building a list and we need to get even a handful of new people on that list per day because otherwise the business is not growing. If the business is not growing, the business is dying.

My question to you right now is can you get 1,000 clicks to your site? How about this, let's make it simple. Can you get 1,000 people on your list? I'm going to throw a couple of numbers out for you so it all makes sense.

You have an email list and you can count on about 2% of your entire list clicking on whatever email you send. When I make a new blog post I open up my email and I say, "You got something new. Here is the link to it, go click." If I have something for sale I say, "I have something for sale, here's the reason to click, here's the link, go and click." If I have a membership site and I want to give something to people who've paid me money, I can say, "Go log in, here's the link, go click."

The whole idea of sending an email is get people to click. We did a podcast about it, [episode 4 of the Robert Plank Show](#). It was all about sending emails, getting people to click.

If we have 1,000 subscribers, which is not a big number but that means you're getting there, that means that you can send an email and get 20 people to click on your webpage. I don't know how things are going for you but that actually might mean you might get a sale. If you have a sales letter that converts at 5% then you might get a sale from that. Whether you charge \$100 or \$500 or \$1,000, it's up to you. The other thing too is if you email three times you get 60 clicks, email five times you get 100 clicks, so now we're getting somewhere.

## 2% Email Clickthru Rate

If you get 100 clicks - let's say we have a sales letter that converts at 3%, we get three sales. But we need to get 1,000 subscribers. We don't like to think about these things especially when they're in such small numbers but you got to get 1,000 subscribers if you don't have 1,000 subscribers. If you do have 1,000 subscribers or tens or hundreds of thousands, you need to be thinking about, "Where are my next 1,000 subscribers coming from?" We said there's this 2%, so that means that out of a whole list you send an email to 2% clicked.

The other number I want to give you is 50%, which means that if you go to a forced opt-in page, a good example is that [MemberGenius.com](http://MemberGenius.com). Another good one is [BackupCreator.com/cashflow](http://BackupCreator.com/cashflow). These are both webpages where there's nothing else on the webpage but a place to enter a name and email address. By the way, these sites are powered by PaperTemplate.com.

You send people to your webpage like this. If it's in this format that we show you where there's headline, three bullet points, call to action, and you send targeted traffic, you can expect a 50% opt-in rate, which means that half the people who come to the webpage leave, and the other half actually sign up and claim what free gift you're offering. I like to give away software and plugins but if you have a video or a report, it's very simple to do.

We need to find a way to get 2,000 clicks. That might be a huge number or a small number to you, but that's the challenge I want to put forth today. Where can you get 2,000 clicks so that you get 1,000 subscribers? Every time you mail out you get sent 20 clicks. This might mean you might make a sale, which means that if you email every day for five days, you get 100 clicks.

The way to measure this is if you have a cPanel web host. The way to find out is go to (whatever your website is) /cpanel. There is an icon that should be somewhere called awstats. That will show you how many unique visitors you get per month to your website and you can get an idea of how many per day. You can get an idea of, if I am sending this traffic to a forced opt-in page and I convert at 50% then how can I build that list?

In a previous podcast, we talked about this idea of income machine. I don't want to repeat myself too much but you can get an autoresponder at AWeber.com and use Paper Template to give away a free gift like a free report and send traffic to the opt-in page, have them opt-in, now you build a list, now you have an audience to tell about your blog post and things to buy in your sales letters.

If you are a more advanced user, Google Analytics will also give you a little bit more details, but if you're doing the basics, awstats. There's a tab in there called referring sites. You can click on that, you can find out, out of all your traffic how much of it comes from - YouTube, Facebook, affiliates, or even from search engines and what people type in to find your site. This is huge.

Let's say you're running a site for someone else and you're their web master. They are a lawyer in Modesto, California. You see that you get a lot of traffic from someone typing in "divorce lawyer Modesto." Then you can do things like make sure to write articles containing the phrase "divorce lawyer

Modesto" or make YouTube videos about divorce lawyers in Modesto. Even to get a little advanced, register the domain name, **DivorceLawyerModesto.com**.

I looked that one up and someone owns it but it's not in use. I'm glad that's not a porn site or anything like that.

Getting back to the point, if we find out what path people are already taking to find this then we can do more of that. That's a huge boost and a huge mindset you need to have. People don't just look up on your site, they are looking for a solution to their problem, they search around, and they find sites that end up ultimately sending them to your website. For most of us, we need at least some traffic.

For the average person that I see at least, they don't even have a trickle of traffic. They have a couple of drops of traffic and they're spending all this time making the webpages look great, running webinars, doing articles, sending emails to the list. I'm thinking, you need to have a couple hundred of people coming to your website per day to find out if your webpages are even working. Two percent of your subscribers will click, 50% of your visitors will opt-in. Once we can have a flood of traffic to our site then we can get somewhere.

Traffic methods -- I'm not going to give you a long list, just the most important ones.

Free traffic - we said we're going to talk about an email list SEO, affiliate program, social media, and forms. I don't care who it is.

## **Email Marketing**

Anyone who tells you about traffic is going to start with the best source of traffic is your email list. Anyone who is making a lot of money online, they're probably also going to tell you that their number one traffic source is their email list. Don't even think about it. Get an account with AWeber, set up an opt-in page. That way you can have a set of people that already know, like, and trust you and are already ready to click over.

If you sell anything online already, make sure that after they buy from you that they sign up to an email list. That's why I like membership sites, because someone can register for a membership site and now they're one of my email subscribers. If they bought one thing, chances are they'll buy something else. Even if not, they'll go and log in for updates, they'll go and read, click, and comment to my blog post. You need to build an email list. Otherwise, you're losing traffic.

Let's say someone sends you 10,000 clicks tomorrow, tomorrow that whole thing is going to be gone unless you save some of them in an email list. You can have these things called sublist where you can give away different things for free and they can sign up there.

You can sell different things and you can talk to one segment, people who bought, in my case, Backup Creator, people who bought Paper Template. But I can also broadcast to everybody - everybody who has paid and everybody who hasn't paid. That's usually what I do. I have something new to say and send it to all the tens of thousands of people because that is my biggest moneymaker right there.



I don't want to get off tangent about list building, but these are fully opted-in people, people who want to hear from you. When I'm talking about buying or renting a list or scraping emails, none of that shady stuff, we're saying I've got a forced opt-in page where I'm giving away something for free. People who land on this page, they fill in their details to get it, now they're on my list. On the flipside to that, I have something that I'm selling maybe as an affiliate or I'm selling a book, a membership site. After they buy that, they're on my list.

Even if you're an offline business or a chiropractor or a dental practice, if you can get your customer list online somehow or get the list of email addresses, then this is going to be your most powerful source of traffic.

## Search Engine Optimization

The number one traffic source is your email list. Number two is this thing called SEO search engine optimization content marketing. You get a little free boost from sites like Google, Yahoo, and Bing. What you do is you make it known how to find you.

If you are an Italian restaurant in San Diego, California, then you have information on your site explaining that. First of all, it means that you can get a domain name that says something like that if you can name some of your webpages, if you could have this text. If you're a business establishment, you have the name of your site, your address, and your phone number. If someone is searching for how to find you through Google, for example, then you will give them that answer.

We'll talk about SEO and social media interchangeably a little bit because the game has changed with this thing called local marketing. Here's what I mean. If you're an offline business, search for your business in Google, searching Google for the type of business you are plus the city, like we said, "chiropractor San Francisco." Search your business name in Yelp, search it in Facebook, and look at your competitors. The cool thing about especially Google is that you can register with what's called Google Plus or Google Places and actually list pictures of your establishment, phone number, link to websites, even videos, address, and things like that and outrank a lot of other people.

The other cool thing is even if you're not an offline business, and let's say you're like me and you have a blog ([RobertPlank.com](http://RobertPlank.com)) and you can claim ownership of that blog, when you add people like business colleagues and customers as friends on Google Plus which is Google's social network, then my blog post will outrank a lot of other people's results because I'm friends with these people on Facebook.

Think about this. If I have 5,000 friends on Google Plus and they're all people in the same niches made. I've claimed ownership of my blog RobertPlank.com and someone is searching for things like Internet traffic, copywriting, WordPress plugins, website backups, whatever kinds of things I'm trying to rank for, I might not rank high for these at all because they're so fierce and competitive. There might be 100,000 results for website backup for example. But because I'm friends with this person on Google Plus, I might actually list it on page one because they give a higher priority to people's friends on Google Plus.

The rules change and by the time we list some of these, they changed again. If you play the part of a curious customer, how do I find this answer or this business? What comes up? How do I get ranked on those kinds of things?

That's why I record this podcast. Believe it or not, it's for selfish reasons because I want to get extra traffic and I want to get extra free traffic. I record this podcast and what do I do? I post it on my blog, it gets listed on iTunes, it gets listed on other podcasting directories, I get it transcribed, and now Google picks that up. Google picks up the original blog post, people link to my blog from that, I get links too that way. I have all these ways of getting free traffic by doing the work once. I get it from iTunes, my blog, from search engines, from Facebook and they post it there too.

SEO (Search Engine Optimization) means that we want to figure out what people are searching for and catch some of that traffic. That's why I think that, honestly, you should have at least 10 articles and 10 blog post with your name on it with links back to your site. That way those are 10 extra ways people can find you. If you take those 10 articles and submit them to 20 places, that's now 200 ways people can find you. Post that article on LinkedIn, Facebook, Google Plus, all the usual places and now you have all these links back to your site.

By the way, a site where you can get these articles made is [Fiverr](#). People are writing article for \$5. Try a few people out. When you find someone then \$50 you get 10 articles. That's 10 pieces of content that give links back to your site.

Social media. Add people as friends, create a Facebook fan page, create a Facebook group, and post things about how are businesses doing or advise or blog post. For me, I look at it as a reverse search engine. Normally, with the search engine, people type in something to find an answer. With social media, I pump things out and they appear in front of people. That's one more way of getting traffic.

YouTube videos are another great form of social media because if you have something to talk about, if it's 5 minutes or 20 minutes, you can show it on a screen whether that's live action or screen capture. I like screen capture. If I want to go and make a video about WordPress multisite, I can make a one-hour tutorial, put it on my own YouTube, now people can like it, share it, comment on it, I can post it on my blog, people can post it on their blog, and it all links back to my site.

## Affiliate Program

Speaking of Facebook, YouTube, and things like that, we get traffic from other people posting to Facebook and YouTube. Early on in my online career, I had a problem of traffic and sales, but also people giving away my books and my products. If someone really likes my report on how to increase your website conversions, they're going to share it with their friends. To stop that dead in its tracks, I added the thing called an affiliate program which is where someone can sign up, get a special link, and recommend my product to others. If at least with sale, they get a cut, they get a commission.

You can use [ClickBank.com](#). You sign up there, they give you an instant affiliate program where they handle the sales, the payments, all that good stuff. If you have a How to Play a Guitar course for \$100,

people recommend it, now you keep \$50, they keep \$50. That's money, that's sales, that's subscribers that you would not have had otherwise.

Affiliates register as your affiliate and they send an email to their email list. They post to their Facebook, they make YouTube videos of your prod in action. A lot of them will only send you a few clicks but the idea is that a small minority of affiliates will be the ones that make you all your extra sales. I love this because all the new goofy latest and greatest traffic methods, I don't have to learn. My affiliates are the guinea pigs and they try it out.

Good, old, reliable traffic source are these things called forums, discussion boards. They've been around since the Internet began. They'll always be around. What you do is search for your niche in its own forum - guitar forum, real estate forum, fat loss forum, exercise forum, running forum, motivational forum, hypnosis forum, WordPress forum, copywriting forum. Take your niche name, type in the word "forum," you get yourself registered in what appears to be the top one. Look around a little bit and make sure that's still active, it's still being posted on. Make sure that you can either run ads on them or that you can have this thing called the signature link. Register and make a handful of post per day answering people's problems.

People make post about "I can't figure out how to make my car run faster." Then you respond with your advice. Some of our best students made a ton of money and continued to on forums because it's their passion already. They're probably out there somewhere giving advice and giving opinions.

You register on these forums, you contribute at first. That's the number one thing. I know it's sounds hippy-dippy but you make sure to post at least 25 replies over a course of a few days without mentioning your products, without having a link or anything like that. Once you've built up trust and credibility then this forum will allow you to add a link at the bottom of all your posts. That means that now when you continue to help the forum then you'll have a link underneath the message you posted. If you get to the point where you posted to this forum 3,000 times, now you have 3,000 links back to your site.

Some of these forums are really high traffic. Some of them have 5,000 people online at the same time, so even if you get a small, small, small fraction of that then that's a lot of free traffic to your site. Once again, keeping in mind that that content is available forever. You make 3,000 posts over the course of a few months, if you're dedicated or something. Now that's 3,000 pages that are all over the Internet, 3000 posts with your name and your link on them, they get picked up by Google, Bing, and Yahoo, they get shared by social media. It's all pretty cool.

This is kind of similar to forums, guest blogging. Discussion forums are more like anyone can post and gets lots of traffic. Blogs are sites where maybe one or two people post or a team post but it's very moderated. People have new journal entries. TechCrunch is popular blog, but even CNN, Yahoo News, Google News, these are basically blogs.

What you do is you find some of these high traffic blogs in your niche. Like off road racing blog, if you have a product that has something to do with off road racing then you contact the owner of this blog

and you say, "Can I write a post about this subject? I'm not going to post anywhere else. I want to have my name on it. I want to have my link in there but it's completely yours."

Most website owners are hurting for content. They don't have enough content, they don't have enough ideas, so they would welcome you as fresh blood of their site so you can make a post and get all this extra traffic back to your site. I've done this a few times and got thousands of extra sales and commissions in a few short weeks from one site in particular. That's guest blogging.

To recap, free traffic, email list, search engine optimization, social media, affiliate program, forums/guest blogging. Those are all things where it's good to have it setup and it's good to have at least a handful of each thing, at least 10-100 things. It's good to have an email list with 10 automatic follow-up messages. It's good to have 10 articles, 10 podcast episodes even if they are short, 10 blog posts. It's good to have a handful of those things. It's good to have 10 YouTube videos. It's good to have an affiliate program with 10 active affiliates. It's good to have an account on 10 forums or 10 posts on a forum. It's good to have 10 blog posts out there.

The only drawback to free traffic is that it is so competitive that it is kind of slow because, hey, anyone can publish articles. Anyone can put out blog post, anyone can have an affiliate program, anyone can put a YouTube video, so it is hit or miss, it is luck of the draw. I have a few hundred YouTube videos and a handful of them get me all the traffic.

The problem is you don't know which one's going to get you the traffic. What you do, you can make more articles, videos, and blog posts like that. Free traffic.

## **Paid Traffic**

If you want to turn up the juice, we have paid traffic. The problem with paid traffic is that it is also competitive but the good news is a lot of people don't know what they're doing and they waste money.

Paid traffic takes more skill but that's what we're stuck with. I hate to be the bleak marketer here, but when we're talking about Internet traffic, first of all, most people don't know that their problem is traffic. They don't know that they need more people coming to their site. They think they can survive with 10 people or a \$10-a-month membership site and they think that people are going to magically find them. False. We need to have a steady stream of people coming in and finding us. Paid traffic is how you do that.

Most paid traffic is what we call Pay per Click and there are these Pay per Click networks, Facebook, AdWords, Bing, blog networks, and retargeting. As far as paid traffic goes there are some more advanced strategies like Solo Ads and offline traffic, but that's the majority of traffic on the Internet. That's it. You can list all kinds of new-fangled schemes like traffic exchanges, safelist, giveaways, and things like that that don't really work, never really did work.

Let me say paid traffic - you've got Facebook, AdWords, Bing, network, retargeting, Solo Ads and offline, and let's say that's it for today's conversation. Paid traffic.

The way that PPC networks work - and the biggest ones I would probably say are Facebook and AdWords - is that there's a bidding system. You tell them what keyword you want to bid on and how much you will pay per 1,000 impressions or how much you will pay per click.

There are few strategies. The advice I got was to create 10 ad groups and create 10 long tail key phrases within those ad groups for a total of 100 keywords you're bidding on, which sounds like a lot at first but you have to think of say 10 ideas and 10 variations within that idea.

Let me use the example of "divorce attorney Modesto." You've been hired to get more traffic for a divorce attorney living in Modesto, California. The first idea could be Modesto divorce. When you're bidding, you might want to run ads for Modesto divorce and maybe neighboring towns around there. Near Modesto there are towns like Turlock, Tracey, Stockton, maybe Fresno. You might bid on Fresno divorce, Tracey divorce, or Stockton divorce. You can easily come up with 10 things like that.

I'm sure there are different kinds of divorce. I don't know if there's a hostile divorce or a simple divorce or a divorce with alimony, divorce with child support and so we have 10 of those. What we want to do is cast a wide net and run a lot of long tail keywords because if you try to run an ad, I don't care where it's at. If it's Facebook or AdWords or Bing or something smaller, but try to advertise for divorce, you're going to pay a lot of money because that's a popular keyword and you're going to get an untargeted click, visitor. What we want instead is to have a low-cost and targeted visitor not a high-cost and untargeted visitor, if that make sense.

You have these 100 keywords, you let the thing run and you narrow down, what are my top 5-10 keywords? I'd pause or delete the rest and focus on that handful of things. That's the strategy no matter what Pay per Click network you're using.

On AdWords, Bing, and Yahoo the keyword is something that's someone types in to the search box but on Facebook the keyword is usually the interest in their profile. What you can do on Facebook is if you're a divorce attorney in Modesto, you can run an ad of - if there's some kind of book on relationships or if there are marriage counselors or anything like that, you can target people who have liked or have an interest in their profile of that particular doctor or that particular therapist office or that particular book.

For example, you could target someone who liked the book "Men are from Mars, Women are from Venus" who live within 50 miles of Modesto, California and there you go. Or you can target anyone who's married and is at a particular age. You can basically figure out, what's my average person like? You might have heard the term "customer avatar."

It's my ideal prospect, my average buyer, certain age, certain location, certain interest and likes. Cool. Now I can make a few guesses on Facebook and see what actually get clicks, what get conversions, pause, most of them keep the rest.

All these ad networks they once again want you to give the best answer. If you have an ad that converts very highly, they will reduce your ad cost. This is true on Google, Yahoo, Facebook, it doesn't matter.

They will reduce your ad cost because they see that a lot of people click on this ad, now I want them to run this ad more. That's the reason why we create all these different key phrases and see which ones convert the best. That's Pay per Click advertising.

You can use the same logic on different ad networks. What you can do is search for your phrase. Let me do it right now. I'm not getting divorced so I don't know why I'm focusing on divorce attorney.

You can search "divorce attorney Modesto" and I get Yellow Pages, FindLaw.com, and someone's blog. What you can do is click through the first couple of pages of search results and free search results. On those pages we want to see if any of those pages we land on are running ads. Why? Because we want to have the ability to run ads on those websites.

For example, the top result was YellowPages.com and there's an ad and when I hover over it I can see that it's an AdWords ad. Many of these ads say "Ads by blah, blah, blah," "Ads by Bing, ads by Google." We can click on whatever ad they're running. Some of them are using text link ads or double-click. We can figure out, what service is this website using for their ads? We can get an account under this ad network and run our own ads to display on this website.

You might end up searching "divorce attorney Modesto" or "WordPress cloning plugin" or "how to make money from real estate short sales" and you wouldn't have been able to first of all rank organically because it's too competitive, you wouldn't have been able to get a paid ad because it's too competitive, but we can get the next best thing. We can click on the top results, see what ads they're running and get ourselves listed from those ads.

Many of these ad networks will allow you to create an ad and say, "I only want to run my ad on YellowPages.com for this keyword," or even "I only want to run my ad on this exact page of YellowPages.com." You can get this narrowed down quite a bit.

I don't think it will ever overtake any other kind of ad style. It's been around for a while but what a lot of people don't notice is this thing called retargeting. Here's what it is. Have you ever had some ad follow you around everywhere on the Internet?

I'll give you an example. Lance and I were running an event one time. We run our events called Product University and we were looking on the website Staples.com to get these name tags, lanyards (name tag you hang around your neck). I was on Staples.com trying to find one and I was looking at price or looking at where we would go.

Oftentimes, you check the website, you might look up the website for Old Navy to see if they have the pants you want and actually physically go to Old Navy to go get it? You might go to Old Navy or you might go to Staples and click over back to Facebook and you say, "Wow, what are the odds?" I was looking up name tag lanyards in Staples now I'm seeing those ads on Facebook.

You click over and go to TVGuide.com and look up what's on TV tonight and on TV Guide you see, "Whoa there's an ad for Staples lanyards." What are the odds that I happen to be on TV Guide and I see this ad? It's not a coincidence, it's called retargeting. You can do it for your websites too.

We use a site called [AdRoll](#), you sign up and they give you what's called the tracking pixel. Geek terms, geek stuff. They say, "Add this to your website. Add this code to the bottom of your website and that will tag anyone who comes to your website." If someone comes to - in my case, [BackupCreator.com](#) and for whatever reason they don't buy, I can't imagine why someone wouldn't buy Backup Creator, but let's say they're not already quite yet - and then they go over to Huffington Post to go read the latest news, they see an ad that says, "Hey, check out Backup Creator." Then they might click back over to the site and buy. That's what retargeting is.

The thing is you can only target people who have actually visited your site and not a bot. They come to your site, they don't buy, they leave the site, and you can show ads to them forever, ads that will follow them around on Facebook or on a bunch of other websites and they'll always see your ads. Once they buy, they can give you another tracking pixel to turn those ads off. Pretty slick how that works.

This is the kind of advertising where it's really hard to tell if it's paying off but it's something that takes a few seconds, it doesn't cost you that much. The cool thing also about most retargeting is someone might see your ads a thousand times but you only pay for the times they click back and go to your website.

Pay Per Click, Facebook, AdWords, Bing, Ad Networks, and retargeting - as we're winding down today there are a few advanced strategies for getting traffic.

The first one is a thing called Solo Ads. Solo Ads is one of those bad words and I'm pretty sure that it will go out of style and it will come back under a new name. What people teach is the wrong thing. People teach this idea of, you buy all these ads, you build up a list, you start selling as on the same list. It's called churn and burn. But the old school style - I'm thinking back to the late '90s where we call it for a Solo Ad is you find someone who already has an email list.

Let's say someone has an email list of 50,000 subscribers, they send it a newsletter, and maybe you paid them \$500 and you say, "Here is this email that you send out to your subscribers. Copy and paste this, there you go, \$500."

Let's run those numbers. If someone has an email list of 50,000 people and it's an email list of real estate enthusiast, you have a real estate course. With 50,000 people, you can expect to get 1,000 clicks back to your website. Pretty cool. If the ad is compelling and if the ad is what people want, it encourages someone to click, and you send them to a squeeze page. There you go, 500 subscribers. You paid \$500 for 500 subscribers.

That's basically what Lance and I like to pay. We like to pay about \$1 per subscriber on our list because now they get a follow up sequence, now they get this free gift, now they get this paid thing in front of them, and we know that a certain percentage will convert so that we will break even. If you break even and you're building a list of buyers then you're making money. You're building your business.

Even if we make a little bit of money here or we have an upsell, make a little bit of money here. It's worth it because we're building this list of hungry subscribers which is what it's all about.

That's what I'm talking about when I'm saying solo ads where we find an untapped traffic source, an untapped email list and we say, "I'm going to pay you this amount of money to run an ad to your subscribers," and then they send traffic to my site. That's a really great way of getting new fresh leads and buyers, solo ad.

Offline methods. There are a bunch of advanced strategies that I've done a little bit but I'm no means an expert. For example, there's a service called SendOutCards.com and you can actually send out postcards. If you sell a product, you have a membership site then you can create a postcard or send people cookies or brownies or things and send them a message saying, "Thanks for being a member of my site. Here's other websites you should go to."

If you see their prices it's pretty darn cheap. I think it costs \$7 including shipping if you send someone brownies. It costs under \$1 if you send someone a postcard. If you have 1,000 really good buyers, \$1,000 sends 1,000 postcards.

I have some friends who do things like they'll rent a physical mailing list. I don't know too much about that but the specificity you can get on these is crazy. You can target people who make over \$200,000 a year who bought McAfee Antivirus and live in a certain town and you can send mailing to all of them to go back to your site.

The only problem with offline method is that they're expensive. I would rather use the Internet to get a lot more traffic for free or for a lot lower price and get a lot more. Think about it. Offline always sounds cool, I'm going to send them something in the mail, but think about it. You're already in their junk mail, they have to open up this letter, decide if they want it, they have to go to their computer, they have to type in an address - take that with a grain of salt but the most effective method of traffic we've talked about, free-wise (email list, SEO, social media, affiliate program, forums) and paid (Facebook, AdWords, Bing, ad networks, retargeting, and solo ads), those are some really great ways to get your 2,000 clicks. We mentioned 10 or 11 ways.

Even if over the course of the next 30 days, if each of those traffic sources only got you 200 clicks, if you got 20 clicks from Facebook, 20 clicks from YouTube, 20 clicks from a podcast, 20 clicks from registering a domain, 20 clicks from articles, 20 clicks from blog post, and you had out of those categories 200 clicks times 10, you got your 2,000 clicks, you got your 1,000 subscribers and if you make even a handful of sales then you're well on your way to monetizing that list of people. That is what the Internet game is all about. It about building the biggest targeted list, keeping it alive, keeping it entertained, giving them value and getting them to buy.

I can't tell you how many stories I've heard and seen about one-hit wonders, people who they get online, they screw around with things, they make a product or they have something to sell and they get lucky and they make a good connection.

They never put the right people, they get everyone to mail for them, they get all these flood of traffic, a million dollar launch day, they build a list with tens of thousands of people and then what do they do? They party, they celebrate. Nothing wrong with party and celebrating, but they take a year-long



vacation, they come back and their list is gone. Their list hasn't bought from them in a year, their list hasn't heard from them in a year, their list forgot they even bought, and now they're starting again from scratch.

What about the people who do make it? I've talked about in earlier episodes they treat this Internet thing like they're building an actual online business with assets, with traffic. If you were running a pizza place and no one was coming in the door, you'd know there was a problem. I see people setup a website, no one's coming in the door and they say, "I don't know why I'm not making sales." Because no one is seeing your website. I think that at least 20% of your income should be recycled into paid traffic and at least 50% of your thinking and your activities on the Internet should be to get traffic.

## 2-50-33

Let me leave you with this - this thing called 2, 50, 33. I don't know if you've run these things called webinars. I do sometimes. It's where you run an online event, people can come to your live training session, you teach a little bit, you make some sales at the end. Everyone thinks that, "I'm going to get my thousands subscribers. I'm going to email, I'm going to get 1,000 people on this call. I'm going to make all this money."

False. If you email to your list, you're going to get 2% of people to click. We said that with a forced opt-in page you're going to get 50% of people to fill in their information. This is true with webinars as well. Kind of scary! Even if they're on your list only half of the people you send to a webinar registration link will register for the webinar. I don't know why that is but I've stopped trying to figure that out, it's how it is.

The other thing to is that out of the people who register, only a third of them will show up even if you keep reminding them. Two percent of your list will actually click on a link. The good news is you can email 10 times. Fifty percent of people who click will register for a webinar and a third of the people who register will show up.

You might have thought with 1,000 subscribers was a lot, but you email to your webinar let's say five times. You email, you get 20 clicks each time, and you get 100 total clicks to your webinar registration page. Only 50 people are going to register and only 16 people are going to show up. If out of those 16, you make one sale at \$1,000 then it's worth the one hour, then you record it and you put out a webinar replay, you keep building that. Then that's worth it. But we need to start with a much bigger number.

If we start with - let me add two zeros to be crazy- a list of 100,000 subscribers. If we email to that once, we'll get 2,000 clicks. Huge. You're a player if you have 100,000 subscribers. You have 2,000 clicks, if you email all week you got 10,000 clicks, but that means you'll now get 5,000 people registered and 1,600 on the call. Now you're really cranking but you have to start. Even starting with a huge, huge number like 100,000 opt-ins, now you're only down to 1,000 or 2,000 people on this live call.

That's the way Internet works. It's from progress, from consistent daily action getting 10% better every week, every month that gets us there. I don't want to discourage you by sharing huge numbers here, but

if you don't have a list, go over right now, run - don't walk - to AWeber.com. That's not my site but it's an autoresponder service.

Get a list started and try to get your first 100 subscribers. Once you have 100, get 1000. Once you have 1000, try get ten thousand and talk to those people. Tell them about whatever you're doing. If you make a blog post, tell them about it a few times. If you run a webinar, tell them about it a few times. If you have something for sale, tell them several times this month because we want to build that list of people. That's the name of the game on the Internet. It's building a list and getting consistent traffic.

I hope that today helped you. I'm Robert Plank. You can tell I'm passionate about you building your online business. I want to do everything in my power, so make sure you go to [RobertPlankShow.com](http://RobertPlankShow.com) and like our page so that I can keep you up to date with the things we have to sell like Backup Creator, Paper Template, Membership Cube and others, and so that I can share with you my latest blog post, my latest podcast. There are lots and lots of cool stuff that's at [RobertPlankShow.com](http://RobertPlankShow.com).

This has been episode 21 of the Robert Plank Show, How to Claim Unlimited Traffic which is Free SEO and Paid PPC to Deliver Hungry Visitors to Your Websites. Join us next time for show 22, [How to Setup a Legitimate Online Business](#). I'm super excited about that one. I can't wait. I hope you can't either.