



FREE TRAFFIC GENERATION

With Jeff Johnson

Hey guys, Gauher Chaudhry here. I want to thank you guys for coming on the webinar this afternoon. I'm extremely excited, because it's not every day that you can get a guy like Jeff Johnson onto a webinar to teach your members about free traffic.

What we're going to do this afternoon is basically cover free traffic strategies. I know a lot of people have indicated that, although they would like to get into the paid traffic game, they simply don't have the money to invest in paid traffic. So I thought by getting guys like Jeff Johnson onto the call that would teach us about free traffic, that he could teach us a thing or two.

I'm just going to jump right into it, Jeff, because I know I only have you for a short amount of time, and I want to grill you for as much of your free traffic advice as you can give.

Just a quick update to let you know that Pay Per Click Formula 2.0 is now closed. It closed last night, but one of the things I promised to people who are on the webinar today is that I was going to give away three copies of Pay Per Click Formula 2.0 on this particular webinar.

Your odds are pretty good. Looks like there's 600-700 people on the call right now. The first thing I'm going to do is select somebody right now as a winner. I'm going to randomly pick somebody by simply closing my eyes and clicking on the attendee list. I'll call you out and have you email me at Gauher@payperclickformula.com in order to get your free membership into Pay Per Click Formula 2.0.



If you're not one of the three lucky ones on the webinar this afternoon, you do also get an opportunity to win a copy possibly of Pay Per Click Formula 2.0 on Twitter. This one of the things I promised during the prelaunch, so make sure you're following me on Twitter at www.twitter.com/gauher. I will be announcing that shortly on Twitter and be giving away three copies in the next 48 hours.

Now why free traffic? I'm going to be completely honest with you. I have my own selfish reasons for learning about free traffic. For the last three or four years, you guys pretty much know me as a CPA guy, as a guy who almost always, 99.9%, pays for all of my traffic. In my opinion – and Jeff might disagree – I still believe it's the fastest way to generate traffic.

I don't know about blog and ping or how fast that works, but those are some of the things that Jeff is going to cover when we get into the free traffic portion of this webinar.

The reason why I also want to get into free traffic is that I want to build consistent free traffic and develop a brand. Like I mentioned, my own selfish reasons are because I am developing a website. There is no product and there are no items that I'm selling.

The whole success of that website completely depends on traffic, and I don't want to build paid traffic to it, because like I said there is no paid product I'm selling or ROI per se. It's basically being monetized on a CPM basis, so the more traffic I send to this particular website and brand it, the more money I'll make. That's why for me it's important that I build consistent free traffic.

When I was thinking about this, obviously the first name that came to my mind as far as building consistent free traffic is Jeff Johnson.

Now just to keep you guys updated, I have invited a number of free traffic specialists to cover free traffic methods over the next few weeks, with Jeff



Johnson being the first. So basically consider this kind of a free traffic intensive training over the next four or five weeks I'm going to be throwing at you.

One of the reasons for this, and I mentioned this earlier, is that I'm up here in Canada, and I know by speaking to a lot of people down in the US that the economy is not the greatest. There's a lot of people tightening up on their belts and not a lot of people spending money.

I was getting a lot of emails when it came to selling the Pay Per Click Formula course, and people were saying they could buy the course, but the only problem after that is that they don't have any money to buy the traffic.

For that type of people, I guess the Pay Per Click Formula course is not something for you, if you don't have any money to spend on paid ads. By learning free traffic now, I think this gives people an opportunity, at least I guess you could say a less risky way of generating an online income versus having to buy it from Google, Yahoo, and MSN.

It's not so easy as just buying traffic anymore, because now you have to adhere to what I call Google's silly rules that they're putting on their advertisers who are willing to throw money at them.

So who is Jeff Johnson? For those of you who don't know who Jeff Johnson is, I came across Jeff for the first time while watching the seminar videos in John Reese's original *Traffic Secrets* course in 2004. I think many of you who have heard of Jeff all the way back then probably literally stumbled upon him when he was talking in some of John Reese's videos.

As far as free traffic strategies, I consider Jeff one of the pioneers in some of this stuff. I've been part of his list probably now for three or four years, and I'm not part of a lot of marketers' lists. Jeff is one of the very few guys that I do follow, because he's one of the most respected marketers online, and one of the few guys, I believe, that still delivers value.



Every once in a while he sends out this email where he's thrown an enormous amount of content on his blog and he says, "Hey, come visit my blog. You're going to learn a lot."

Now his approach, like I mentioned earlier, is the opposite of what I do. I'm a paid guy. I go out and buy my traffic, whether it's PPC, whether it's PPV, whether it's media buys, and his approach is that he'll go out and get free traffic.

Jeff, if I remember correctly, it was funny because when I was watching those John Reese videos, you said that you were almost forced into getting free traffic because your wife had set the conditions that every dollar you spend on buying traffic, she was going to spend too at the mall or something like that?

Jeff: Yeah, reciprocal spending.

Gauher: Yeah, so that kind of forced you into a corner I guess of finding the free traffic.

The first time I actually connected with Jeff was probably about two years ago when he actually became a Pay Per Click Formula customer, because Jeff is the type of person who wants to learn, learn, learn.

As far as the paid side, I don't know if you do any kind of paid side, but I know that Jeff did become a customer to learn the paid side of the game, whether it was just to increase his knowledge base or to see how he could apply it to natural SEO, but at the end of the day, guys, who doesn't love free traffic? With free traffic, there's not much risk.

So Jeff, was that a great enough introduction, or was there anything more you wanted to add to that?



Jeff: Yeah, that was fine. It was retaliatory spending, that's what I said at John's seminar. He said he was going to steal it from me, so I had to use it in public before he did, so it's retaliatory spending.

A couple things though, actually. First of all, I didn't buy your course, Pay Per Click Formula, to learn pay per click. I bought it because a buddy of mine, James Scott, had just gotten back from your seminar and told me it was one of the best seminars he'd ever seen and thought you did an excellent job.

Your course is actually one of the few courses I've purchased in the last few years at full price, and one of the few pay per clicks. But we still use it to this day.

I actually lent the original Pay Per Click Formula out to my staff members and also a buddy of mine who's just getting started online, and they both used it to get their first sale online within two days, and they were happy and couldn't believe it.

I still agree that pay per click is the fastest way to get traffic. I just don't use it myself personally unless we're testing out something.

Gauher: Or because you're going to get stuck in the retaliatory spending, right? [laughing]

Jeff: Yeah. The reason I don't do pay per click is because I actually got sued at one point in my career. Fortunately I'd already moved off into the free traffic area, but I started out in pay per click. I was making around 10-11 times my money. For every dollar I spent, I was getting \$10-11 back, and I was driving a decent amount of traffic. I was also doing quite a bit of affiliate stuff, making \$3,000 to \$4,000 a day profit.



Then I sat down one day and it occurred to me, “Gee, what’s going to happen if I keep buying this traffic and the person I’m buying it from decides – well, they’re going to make me pay no matter what, whether I make the sale or not. They’re going to make me pay.

“What if where I’m sending traffic to, the product I’m promoting, decided not to pay me? I’m screwed. I’m still going to owe the ppc company the money for the clicks that they sent me, and if the affiliate I’m sending traffic to decides not to pay me I’m screwed,” and we’re talking \$3,000 to \$4,000 per day in profit. So I thought, “I better branch out into some other areas,” and I haven’t looked back.

In fact, I haven’t done pay per click, other than small tests for a few bucks here and there, I haven’t touched it for about five or six years now.

Gauher: Believe it or not, guys, the only time I’ve actually spoken to Jeff was literally about 30 minutes ago. It was the first time I spoke to Jeff. This is completely unscripted, so basically I told him I’m going to throw out every question I can at him.

He kind of laughed and said, “Just hit me with whatever you’ve got,” and he’s going to try to provide some value.

At this point, before I do that I’m going to randomly select somebody to get the Pay Per Click Formula course. I’m just going to select somebody. I’m going to click on them and I’m going to award you the Pay Per Click Formula course.

George Enrici. If you’re on the webinar, please email me at Gauher@payperclickformula.com. You have won a copy of Pay Per Click Formula 2.0! Now on with the webinar.



Let's talk about the biggest challenges, guys, that are facing many of you today. I think if you understand that these are the two biggest challenges that you're going to face and you can overcome them, I think that you will succeed at making money online.

I've preached this for years, and it's the whole philosophy behind everything that Jeff does, that if you want to succeed online, guys, it all comes down to traffic.

I don't care where you get the traffic, whether it's paid traffic, whether it's free traffic, whatever type of traffic it is – the more targeted traffic you can get, the more money you're ultimately going to make.

At the end of the day, if somebody was to ask you, "What would you want to be? Would you want to be an expert copywriter? Would you want to be an expert blogger? Would you want to be an expert email marketer?" I would want to be an expert traffic generator. If you know how to control traffic, or you know how to build traffic, you literally control your own destiny online.

The other thing that is going to go against you, and this is coming from a guy who's got three kids – and Jeff, I'm pretty sure you've got kids too, right?

Jeff: Yes, two, very young.

Gauher: Especially if you've got very young kids, time is not unlimited, guys. I mean many of you still have jobs. Many of you have young kids. Many of you are maybe looking after elderly parents, and your time is strapped. You really need to concentrate on the activities that are proven to make you money.



It's almost the 10/90 rule, where 10% of your efforts are going to be responsible for 90% of your income. So I think one of the things that you've definitely go to do is to narrow it down to find out what that 10% is so you can kind of focus on that. I guarantee that if you do focus on that, you're going to be using your time more efficiently and you're going to make more money.

Like I said, I'm really excited to get a guy like Jeff here, because he's just so full of information on how to generate free traffic, that if I can get as much information out here for us, then it means more traffic for all of us. It obviously means more leads and more sales, and at the end of the day more money.

So what I'm going to be doing in the background here, Jeff, while I ask you questions is I'm going to be creating an Action Plan for this particular webinar. When it comes to free traffic, by no means am I anywhere near an expert. That's why I've gone out and recruited guys like you, Jeff.

What I'm going to do is I'm going to ask you a series of questions from a newbie point of view, and I'm going to create an Action Plan. I'm going to use this Action Plan for myself, and I'm also going to place it on a blog for everybody who's on this webinar at www.GauherChaudhry.com, along with a replay of this webinar.

That hopefully will be up in the next 24 hours of doing this webinar, so you guys can literally take this Action Plan and go out there and learn how to generate free traffic – whether you're promoting a ClickBank product, whether it's CPA offers, or whether it's your own product or service. At least you have an Action Plan that you can take with you and you can get started. Does that sound good, Jeff?



Jeff: Sounds good!

Gauher: Awesome. What is free traffic, guys? I mean all of you have heard about Google AdWords, Yahoo Search Marketing, and now the latest trend with PPV. Those are obviously paid traffic generation sources, but when it comes down to free traffic, when most of us think about free traffic we think about natural SEO, or search engine optimization, or you think about blog marketing or email marketing, or even social marketing. That could be with Facebook, MySpace, or using Squidoo lenses or Hubpages, or even using the power of Digg.

There's also domain marketing, where you go out and buy domain names related to a market you're in, and then you create websites that are for that particular niche.

Then there's also article marketing, otherwise known as bum marketing, where you actually write articles and submit them to article directories in order to generate more traffic.

These are just a handful of what free traffic is all about. Jeff, did I miss anything on the list? I'm sure I did.

Jeff: Yeah, I'll argue with you. I say that affiliate marketing is free traffic.

Gauher: Yes, absolutely, for the person who runs the affiliate program.

Jeff: You know that. We just did some business together. But affiliate marketing is one of the best sources of free traffic, because you don't have to pay for it until you make a sale, and you wouldn't have had that sale if they hadn't sent you the traffic to begin with.

Gauher: Now what I have on the screen, guys, before we even go any further, you've got to get this tool. It's Jeff's Free Traffic Getting SEO Plugin. I



don't know about the people on the webinar, Jeff, but when I hear something like SEO or natural SEO, that's where I'm starting to go, "Uh-oh, we're getting all technical and techno-talk and stuff like that." Is it really that technical?

Jeff: No. In fact, I had a debate with Eben Pagan about the name of it, because he didn't like the plugin, but I thought the plugin would imply that it's easy to use.

It's very easy to use. You literally just plug it into your existing Wordpress blog – and Wordpress blogs are free – and then it goes to work and it does the work for you. It's not technical at all. Even the newbiest of newbies can use the software.

Gauher: What exactly does the software do, just a quick rundown, Jeff. You have to obviously have an existing blog, right?

Jeff: Yeah, you have to have a Wordpress blog. It's got to be installed on your own domain. You can't use the free hosted version, the Wordpress.com blogs. It has to be a Wordpress.org blog that you install on your own domain. Those are free.

Once you get it installed you simply follow the directions, which are very easy, to install it. It's installed within minutes. What it does is Wordpress is inherently search engine friendly. I've been using blogs to generate free traffic for six or seven years now.

In fact, I coined that phrase "blog and ping" years ago. I think I popularized it. I can't say whether or not I coined it, but it was a strategy where we used blogs to generate free traffic, and it still works to this very day.



Everything starts with a blog, so you put in a Wordpress blog on your own hosted domain, install the SEO plugin within minutes, and then it runs you through a series of questions. It asks you for your primary keywords, your secondary keywords, and things like that, and it takes a few minutes to fill out. It's literally a fill-in-the-form type situation.

As soon as you're done, you push the button. Then the free traffic SEO plugin goes to work behind the scenes and configures your blog in an extremely search engine friendly manner. Although Wordpress blogs are inherently search engine friendly, we're able to take it to a significantly higher level by installing this plugin.

Now my plugin is actually a master plugin. Because we've been doing Wordpress blogs for years and built thousands of them, literally thousands, I found out which plugins work and which plugins don't. Then even if they work, I like to configure them in my own way, because you can configure a plugin so it's either more search engine friendly or less search engine friendly.

What my plugin does is really it's a master plugin. It tells you, "Hey, here are six or seven other plugins that we think you should have in your blog. Do you want them, yes or no?" If you say yes, it sucks them in for you, and then it goes to work just configuring them in an optimal manner.

I don't want it to sound difficult, because it's not. It's just that my plugin tells other plugins what to do in an SEO-friendly way.

Gauher: Okay. We're kind of charting new territory, and I'll get into this in the question and answer with you as well, but you spoke about blog and ping. Now I know everybody knows what a blog is, but I'm sure there could be a lot of people who don't exactly know what pinging means.



When we get into the questions and answers, if you could kind of explain to people about the pinging aspect, because I've heard of the term "blog and ping," but I also thought it was dead. But you're telling me even pinging today still works very well?

Jeff: Right. Blog and ping is not dead, period. In fact, I think I've got that domain, and I've got the original blogandping.com domain. But it's not dead, it still works.

All it is is that the blog itself sends out a signal to the search engines whenever you post new content to the blog. The search engines are notified that you posted something new to your blog, and they come to your blog and they index the content almost immediately.

In fact, blog and ping is more aggressive and more accurate today than it was five or six years ago when we first started talking about blog and ping.

So all it means is you go to your blog, you put in some content, just like a word processor, you publish it to the internet, and it sends out this ping, this signal, to the search engines to let them know that you've put new content on your blog.

Then the search engines hopefully will come to your blog. When they find your blog that's configured properly, you'll rank high. In fact, it's possible to get on the front page of Google for competitive words within 24 hours using the blog and ping strategy even today.

Literally, every major market we move into or promotion that we do, we start with a blog.

Gauher: So this is still a crucial aspect of your business, the blog and ping.



Jeff: Very crucial.

Gauher: Okay, perfect. Now I'm going to start drilling you, Jeff, on free traffic. I literally have a piece of paper and a pen in front of me, and the title says "Action Plan."

Like I mentioned earlier, anytime I want to generate traffic, Jeff, I simply log into AdWords or Yahoo and I buy it. That's what I've been doing for years and that's what I'm comfortable with. I'll spend \$1 and make back \$2, and that's the game that I've been playing for years. I've never touched any of the natural SEO side.

Now let's pretend that I've come to you for the very first time and I'm saying, "Jeff, I've heard some great things about you." Where would you tell me to start if I wanted to generate traffic?

Why don't we start from somebody who's got absolutely no experience online, who doesn't even have a product or service. Do you suggest that they first find a niche or a market, or what do you suggest?

Jeff: Oh, definitely. I mean obviously you still have to look into your market research. You have to find a market that you think you can make money in. That's not really free traffic, but there's no point in building a blog or network of websites if you don't have something to sell on those websites, so the first thing is market research.

Gauher: You said something about it's got to be a market that you think that you can make money in. How would you know? Is it based on keyword demand? Is it based on spying on what people are doing?

Jeff: Yes, it's based on spying on what other people are doing. It's based upon finding the top-selling products in niches in areas such as



www.CJ.com, www.ClickBank.com, www.Amazon.com, and things like that.

Then you go over to the free Google keyword research tool. You take a look and you see how many people are actually bidding on the keywords. You want to see how many pay per click ads are running for a particular market and/or a particular keyword that you think you might want to target in your efforts.

If people are spending money, like you with pay per click, and doing it consistently over a timeframe of 30, 40, 60 days or more, you know they're probably making money on it. Someway they're making money on it.

Then you can go and spy on them and say, "Okay, these guys are running these pay per click ads using the tools that you teach them in your course." You can see who's advertising and what they're advertising, and you can take a look at their websites and see what it is that they're doing to make money.

Something else that we teach too is I'm a big affiliate marketer. That's where I got my start and it's still where I make a big portion of my income today, selling other people's stuff on the internet.

When they find a market that they think there's money being made in, and they go over to this Google keyword tool and they see that there's pay per click ads running, and they go to Google Cash Detective or the other tools that are out there that tell people, "These are the ads that have been running for awhile and are profitable," I tell them to go over to an ad network or an affiliate network like CJ.com or ClickBank and find the top product in those markets.



You take three or four of the top products in those markets and start sending traffic to them, whether it's from your own blogs that you build, or pay per click, and start seeing which one converts best for the opt-ins and which ones convert best on the sales letters.

You find the top ones that convert the best for you, then you know that that's a good starting point for you. So if you decide that you want to put up your own landing page for a pay per click campaign, or if you want to build your own blog like I do, I still start with those things.

I look at, "Okay, how did it convert this traffic into sales?" because all the traffic in the world won't do you any good if you can't convert it into sales. I'm not really an SEO guy, I'm a money maker. That's what I do for a living. I want traffic, but I want to make money from my traffic.

Gauher: So you actually look at the conversion process also before you select a product.

Jeff: Well, it's part of my research. If I pick a product, then I take a look at it and say, "Okay, how are they making money?" If I think they're making money in it, then I want to figure out how much they're making, because the important thing that I teach also is you still want to develop your own product.

Even if you're just driving traffic for the sake of making money on affiliate offers, your end goal should be two things: 1) build a list, because that's the best source of free traffic, and 2) you should have your own product to sell to people.

So looking at what the affiliates are doing now will let you know if it's profitable, because you say, "Hey, they've got this. It's paying 75%



commission, and this is how they do it and this is how they make their money,” but then you also say, “Well, should I build my own product in that particular market?”

I think that’s another training call all together, but yeah, you definitely want to see what people are doing in your marketplace.

Gauher: That’s interesting. Now help me out here with this Action Plan, Jeff. The first step that I’ve listed is obviously the market research and everything you talked about, such as the spying, look at the top-selling products in ClickBank and Commission Junction, looking at what’s running on ppc, using the power of a tool like PPC Bully or Google Cash Detective in order to see what’s running, and then you’ll go into that market.

You said something interesting at the very, very end there that I guess is really jumping to the end of the Action Plan, which is have your own product.

Basically what you’re saying is let’s say you selected a ClickBank product on acne. Jeff Johnson picks up the product and starts promoting it, and all the sudden you’re making let’s say a couple thousand dollars a week from that.

Your ultimate goal then would be, “Well, why stay as an affiliate? Create a whole product and send all the traffic to that.”

Jeff: Absolutely.

Gauher: So that’s the end game. And have you done that a lot, Jeff?

Jeff: Yes, and in markets that I had no experience in whatsoever. I’ve built lists of 50,000+ people, built six-figure businesses in markets I’d



never had experience for, and it all starts with what we just talked about, the research phase.

Gauher: That's great. Now let's say I'm on ClickBank and let's say I've found that there's a market for people who do have acne problem. Let's get even more specific and talk about adult acne. I find that there's a demand for adult acne problems, so I know there's a problem, I know there's a demand for it. What does Jeff Johnson do next?

Jeff: What my staff would do for me, because they've been trained to do it – at this point they do a lot of the work for me. I do the masterminding, so what I do at this point is I would take the base keyword, *acne*. I'd also take the top URLs of products that are ranking high in Google at this time for some of the products.

I would go over to the Google keyword tool and I'd type the keywords in there. It's very important. I want to see what Google thinks the keywords I'm targeting should look like. What should they be surrounded by.

If Google says that if I'm targeting *adult acne*, I enter that into the Google keyword tool and it'll give you a list of suggested terms. It tells you, "These are the terms that we suggest that you might want to consider for your campaign." Who better than Google to tell you what other related secondary keyword phrases you should be using?

If you believe in latent semantic indexing, which I don't really think is that big of a deal – now people will argue with me on that – but if you do, what that means simply is that when the search engines see a word like *adult acne*, they expect to see a series of related keywords surrounding your primary keyword, and Google's keyword tool will give you a hint as to what they're looking for.



So if I go over there and put in *adult acne*, it's going to say, "Here are some suggested phrases." It will show me the search patterns and it'll show me how people are bidding on individual keywords themselves.

Let's say that AdultAcne.com is ranking #1 in Google and there's a couple others ranking second and third in Google for my primary keyword phrase. I'd pop that into the Google keyword tool too, and it will tell me what it considers that site to be all about. It will give me a list of keywords and phrases that it thinks that the top-ranking site is all about.

Then I take all those keywords and I cull through them based upon search volume and also profitability, looking at how many pay per click ads are running. I take those keyword phrases and I use those to build my blogs in that market.

When I say blogs, if I know I'm entering a new market and I've found a market and my research tells me it's profitable and I might be able to get some traffic from it and make money from that traffic, the first thing I want to do after I get my keywords together is I want to build a minimum of three blogs in that market.

I've already established profitability. People are advertising on it, I've tested it as an affiliate, I've looked at the pay per click campaigns, so I don't just build one blog. For any market that I enter into, I start with three.

We know that Google cares about how long a website has been in the search results for ranking purposes, and they also care how long certain links have been in that site, so as soon as you know that you're entering a market at this phase, don't just build one blog for it, build three blogs, and I call that my feeder site network.



Feeder site networks are an extremely powerful part of what I still do to this very day to dominate the search results for this high-paying keyword phrases.

People ask me, “How did you get there?” I use a feeder site network, and it all starts with three blogs in the market that you’re entering into.

Gauher: Now before you started talking about the blogs, I’ve written down on this Action Plan where you talked about searching Google for the base keywords, because there’s no better tool to use than Google.

What I’m going to do on this Action Plan is I’ll also put a link to this Google tool, but then you started going into the blogs, which I literally believe is the third step of this whole thing.

So when Jeff Johnson does his keyword research and market research, the next logical step for you is actually blogs? You don’t build out full blown websites? You don’t do any of that?

Jeff: Nope, I go straight to the blogs, because I want to get them aging in the search engines as soon as possible. I’m going to use them for what I call my feeder site network, which we can talk about later. That’s where I start, with blogs.

When you build a blog, you’re going to need your primary keyword phrase. You’re going to want to get that as close as possible to your primary keyword phrase as your URL itself. That’s still very important. If my primary keyword phrase is *adult acne*, I want to have AdultAcne.com as my website.



Now if I can't get .com and if I'm just using this as a supporting site or a site that I send traffic and I don't expect type-in traffic so to speak, then I'll accept a .net or .info or .anything, because those are all top-level domains. There's very, very small differences from a search engine optimization standpoint between a .net and .com.

If I can get the .com I'll take it, simply because that's a premium piece of real estate, but the search engines will still treat AdultAcne.net almost as well, if not as well, as a .com in their search engine algorithms. You want to have the primary keyword phrase in there.

You also want to use that primary keyword phrase when you're setting up your blog, and my Traffic Getting SEO Plugin that we talked about earlier is going to ask you a series of questions. One of them will be basically your primary keyword phrase, and you want to use that in the title of the blog itself. That's important.

Then when we talked about going over to Google and doing the research using the keyword tool to find some related keyword phrases, we want to take the top five or six related keyword phrases according to Google, and we want to use those in the description of the blog. We also want to use those when we set up the categories of our blog, and we want to use those as the tags that we use in our primary posts.

If you've got a primary keyword phrase of *adult acne*, you want a domain that has *adult acne* in it if possible, with few hyphens or no hyphens as possible, because I don't like those. Then you want to use those to start building your blogs, and I start with the blogs because I want to start that blog aging in the search engines.



So to set up your blog you're going to need your primary keyword phrase and six or eight supporting keyword phrases that you fill in the blanks when you're installing that Traffic Getting SEO Plugin.

Gauher: Now when you said three blogs, would I have three blogs on adult acne?

Jeff: Yes, or in acne – not in adult acne necessarily, but in related phrases. So you could have an AdultAcne.com blog, you could have an Acne.com type blog – three blogs that are related to your primary market, on three separate hosting accounts and three separate servers.

Gauher: That's important, right?

Jeff: Yes, because we're building what I call a feeder site network. We're going to use these sites not only as a primary way to make money in these markets, but we're also going to use them to jump start any new pages, landing pages, mini websites – anything in this market related to acne down the road, if we find it's a profitable market and we can make a lot of money with it.

Then we might start building more sites, more landing pages for CPA offers, more landing pages for pay per click – but by the way, from what I've been told by people that know, blogs are extremely pay per click friendly. We talk about the Google slap, but a lot of the people I talk to who are pay per click people say that blogs are actually extremely Google friendly when it comes to pay per click traffic.

You have to remember too that a blog doesn't have to keep changing posts on the front page. You can put up static pages on the same domain that you have a blog on. You can set up opt-in pages for your blog. You can control different templates. We're getting into a whole



bunch of “how to customize” your blog stuff, but you should always have a blog on your primary domain.

Even if your goal is to have a static sales page or a static opt-in page on your domain, which it should be eventually, you still should have a blog on that same domain.

Gauher: So power the domain with a blog. That makes sense.

Jeff: Yes, because it makes it more search engine friendly.

Gauher: You said something interesting here, and I know the reason why you said it, Jeff, but I can guarantee you that a lot of the people on the call don’t know. You said something about a separate host and separate IPs. Can you explain to people why?

Jeff: The easiest way to put it is that the search engines like it that way. Different IP blocks are controlled by different hosting companies and different data centers. The more you can spread those IPs further apart – and I want to say geographically, because it does have something to do with geography in the sight of the company – but the further you can spread those apart, the better off you are from a search engine optimization standpoint. It’s call a Class C block or IP block.

Google understands that you’re going to have multiple websites. They don’t have a problem with that, and they understand that you’re going to want to link between your websites, even if they’re the same market. I

’ve proven this over and over again in my own networks. You can link between your sites. That’s not an issue. You’re not going to get penalized, you’re not going to get kicked out of the search engines,



you're not going to have any of those problems if you do it the right way, and one of the right ways is to have them on these different hosting accounts by different hosting companies.

Technically speaking, you want to make sure they're on a different class of IP blocks, you want to make sure they're in different data centers, like if you can get one down at The Planet in Texas -- EV1 used to be out east, but then EV1 was bought out by The Planet, so they moved it down to the same Planet data center -- there's so much we could talk about in this.

Let's just keep it simple and say get it on separate IPs on three different hosting companies and make it easy. Domains are cheap.

If you're entering a market, think about it. If your research shows you and your gut tells you or your experience tells you that you're going to be able to make money in this market, is it asking too much to go out there and spend \$5 or \$7 on a domain name? You can get a hosting account at places like Host Gator and all these other places. They'll give you an unlimited number of domains and unlimited bandwidth for \$5-6 a month.

The key is let's say we have Server A, and on Server A we put our adult acne website. If we know that we're going to be linking from our Server A to Server B about acne, obviously we don't want them to be on the same server.

Let's say we find another profitable market to enter into down the road. We can go back to Server A, and although it has the AdultAcne.com website on it, let's say we're entering a totally unrelated market such as *learn Adwords*. We'll never link to the acne site from the Adwords site, and we'll never link from the Adwords



site to the acne site or vice versa, so we don't have to worry about that.

Then you can go ahead and take the Adwords site and put it on Server A, along with your acne site, because you're never going to cross link.

Gauher: Yeah, you're always going to be looking good in the search engines. Great.

This is great content, Jeff. I'm looking at this Action Plan you're helping me create. We talked about 1) market research, 2) keyword research, 3) building the blogs, 4) registering the domains for the blogs, the categories, the tags.

You mentioned about separate hosting and stuff like that, but I guess the big question and a lot of the questions that people are now posting is like the last time I had acne was when I was like 13, so I know nothing about acne. From what I understand, blogs are people posting content, people writing articles.

Now I don't know anything about acne, so would I hire writers? Ideally I'd want to do this all for free. How would I get the content there?

Jeff: It's kind of funny that you say that, because I show my coaching clients that you really only need 7 or 8 posts on a site, especially with a highly targeted keyword, to rank high. You don't even need that. As long as you have 6 or 7 you're fine.

Anybody, in my opinion, can write an article about something 6 or 7 times for 250 words per article and post it to a blog, and I show my clients how we do it.



It's best if you can write it yourself, or you can hire someone to write original content for you. You can go to different services such as www.ifreelance.com or www.mturk.com, which is owned by Amazon, and hire people to write articles for you, and they don't cost that much money, or you can go to a PLR site – and I hate PLR articles, or they're not my favorite.

You can hire a kid at your local college to just write short 500-word articles for you and you'll be golden. You can pay them \$8-9 per hour. Find someone who's a major in journalism or English over at the local community college, or even online, and just tell them, "These are the markets I need articles for." You can either give them PLR articles to start with and let them spin them so to speak, or modify them and make them your own, or you can do it.

The other choice is you can go out and get RSS feeds. I don't like RSS feeds. We use them to augment our content, but I prefer the majority of content on our websites comes from original "unique" articles.

So yeah, hire somebody to do it if you don't know anything about it. But you'd be amazed – I mean it's just like sitting down in high school when they teach you to take a little 3x5 card and they tell you to go to the library and do a little research.

Well guess what, if you don't have money to hire someone and you're sitting in front of a computer and you know how to surf the internet, surf for information about it, compile the information on those little 3x5 cards, and within 5-10 minutes you can literally have an article that's good enough.



If all you're doing is trying to attract people to your website, you don't need the highest quality articles that are written that are going to be reprinted in USA Today. Those can be done literally in a short period of time. That's all you need from a search engine perspective.

Gauher: Let me ask you this, and a lot of people are typing this into the question box here. The majority of my list I'm assuming are paid guys or CPA guys. What is PLR? You mentioned PLR and I know what it is, but for the sake of people listening, what's a 10-second definition of PLR?

Jeff: Private Label Rights. It means you pay somebody to use articles. They have a team of people creating articles and there's 100 people in the membership site. All 100 members get the same articles each month that they can do with whatever they will.

You're paying someone as a member of a club. You're part of a membership site. You pay a fee and they produce 20-30 articles a month and they hand them to you and all the other members just like you. They're all identical articles and they give you the copyright to those articles.

You can then take those articles, use them as they are, or modify them in any way, and that's what you can dump into your websites.

Gauher: So you could theoretically take these PLR articles, spin them, and then put them on your blog as 7 or 8 posts.

Jeff: Yup. And to make it different, if you've got an article that's got let's say 25 sentences in it, a PLR article, just write a quick introduction yourself, a new introductory paragraph, and add let's say another 10 total sentences to the 30 that you already have, and that's a unique article from a search engine perspective.



Can you write a few sentences in a few minutes? I think so. Most people can. There's software that can help you do that too.

Now we're talking about a website if all we're trying to do is get the search engines' attention. Another source of free traffic, though, that we're not going to have time to talk about is creating high quality content on your website so people link to it. That brings incoming links. They recommend you to their mailing list and send you free traffic all day long. That's a whole other strategy all together.

That would require more than a PLR article. That would require that you actually hire a writer that knows what they're writing about to produce the quality content for your blog, which would be even better.

Gauher: Okay. Now we've gotten to the point where let's say we've built our adult acne website. I'm assuming when you're talking about articles with PLR, I can't simply go to EzineArticles.com and pull articles, right? That really wouldn't work, would it?

Jeff: Well, you can. It's not the most search engine friendly thing to do, but it still works. There's no doubt about it. The key is to see if you can also pull in information from another source to add it to the Ezine Article that makes it unique – a secondary source of content like an RSS feed or from another article or another source altogether like press releases.

I sell a lot of things like real products, consumer electronic products. If you can pull the press releases or the manuals and you mix that together with the articles inside the posts, it's unique as far as the search engines are concerned.



But here's something else too. Just because you have the same content as someone else doesn't mean that the search engine is going to call it duplicate content and penalize your site. They're going to pick which one they think should rank the highest, and hopefully it's yours.

The way to make sure it's yours is to be the original source of the content and to get a bunch of incoming links to your content on your blog. If it's still a borrowed article, so to speak, at least add an introductory paragraph to it.

The most popular websites on the internet read by consumers and also ranked by the search engines are blogs that do nothing more than find articles on other people's sites and write a quick little four-sentence introduction to it and then link to the article on someone else's site.

Consumers like it because you're a reporter. You're reporting information. "Hey, I found this great article about adult acne. I personally don't have adult acne, but my cousin has adult acne and it really causes psychological problems and physical scarring, so I located this great article on so-and-so's site over here about adult acne. Here's the link."

Literally, that is good enough from an article standpoint for Google. Use your keywords in your introduction a couple times and you're even better off.

Gauher: Okay, perfect. Before I ask you the next question, Jeff, I'm going to randomly select somebody else to win the Pay Per Click Formula course. I'm going to randomly close my eyes and hit the button and select somebody.....



Nick C. The first part of your email is ectoplasm. Nick, you win a free Pay Per Click Formula course. Make sure you email me at Gauher@payperclickformula.com in order to get your course.

Moving on, Jeff, I think at this point I understand that now we've done the market research, done the keyword research, built a blog on adult acne, got the content – I think this is the part where you're probably going to start talking about pinging, right?

Jeff: No. I don't actually do anything with pinging. The software does it all. All you have to worry about is putting content on your blog and publishing it. Once you've done that, the software goes to work.

Gauher: Which software are you speaking of?

Jeff: The Traffic Getting SEO Plugin software, along with the Wordpress software.

Gauher: Okay, so let me just go back to that. You're talking about your Free Traffic Getting SEO software.

Jeff: Yes.

Gauher: So every time that I'm going to make a post on my adult acne blog, I don't need to worry about pinging or anything?

Jeff: Nope.

Gauher: This will automatically do it for me.

Jeff: Yes. You don't have to go out and submit your RSS feeds to a bunch of RSS directories, like a lot of people tell you to. You don't have to



do it. We used to years ago, but you haven't had to do that in a long, long time.

You just add content, and Yahoo and Google and Technorati – Technorati actually keys on some the keyword tags that we talked about earlier that are inside your blog. All that happens automatically.

You're better off spending your time getting incoming links and building a larger feeder site network by leveraging social network sites like YouTube, Facebook, Twitter, and things like that. Those are also part of the strategy to get the traffic started and people linking to your website.

The most powerful tool for search engine rankings in Google at this time, and has been for years, is the quality of the incoming links to your blogs and your websites. That's the key.

A lot of what I teach is how we build our own network or feeder site network of sites so we can start building our own incoming link network right away with as few as three blogs.

Then we also go out there and we want to borrow traffic from sources like YouTube. I've got 4500 YouTube subscribers on my channel for YouTube, and my videos have been watched an insane amount of times.

But even in markets like this where they don't know who Jeff Johnson is, we still go out there. Let's say it's adult acne. Once you've got your blog set up, you've got your ads running, which are banner ads promoting whatever product you're promoting, or your AdSense ads that you want people to click, or CPA offers, you're rotating those



through the blog – and I’ll recommend a piece of software in a minute that’s free that we use –

Once you’re doing all that, you get the blog up and running, you make a few posts, you’re aging it in the search engines, the search engines have found the website, you want to expand the traffic that you’re getting for free, then you want to go out there and find incoming links.

That’s one way to get incoming direct links that the search engines follow, is you can actually go out there and pay people to find incoming links for you. There are services all over to do it, or you can have people go out there and make comments on other blogs that don’t have no-follow tags on it, if that’s the way you want to do it, but that’s not the most powerful incoming links you can get.

The best incoming link, if it’s a website you care about, is to put good content on it, give away free tools, and people will link to you. Go out to YouTube to help spread your name. Let’s say it’s about adult acne. We’ve got our website up, we’ve got our email capture in place on our website, we’ve got our ad rotation system set up on our website or blog, and we’re ready to go with that.

Then we go out to YouTube. I go and I take a look at the products I’m promoting, and I simply fire up Camtasia or Jing Project, which is free, and I do a quick screen capture.

I look at the sales page of the product or I look at the product itself on my computer and I voice over and say, “This is the best adult acne product I’ve ever found,” and you just give a quick little review of it. You can do it with plasma televisions, you can do it with digital cameras, whatever it is, and you do a quick voice over for it.



Then you create a video, and on that video you watermark the video with your website, your domain that you want to send people to. It's very important. Then you load it up to your channel that you have on YouTube that's dedicated to adult acne.

I wouldn't put an adult acne video in a YouTube channel that also had internet marketing that also has plasma TVs. You're entering a new market, so set up a new YouTube channel dedicated to adult acne.

You literally can just go out and make 3- to 5-minute little video reviews of the products that you're recommending that people buy from you, and you put those on YouTube. You optimize the videos for YouTube.

People find them on YouTube, they watch the videos, and you can put a link on YouTube where people can click on it and come over to your website and buy your products and click your ads. You can put a URL right in the video itself. When people see it, they see that URL in the video and say, "I like this." They share it with a friend or they visit the site themselves, and that's how you start generating traffic.

I literally go out and I create a feeder site, a sales funnel if you will, with all these social networking sites. You create these huge sales funnels and you design each one so when people find you in the search engines –

Let's say they're searching for *adult acne*. Google loves video and they own YouTube. One of the first things to pop up is your video about adult acne that's on YouTube. It doesn't do you any good if they go to YouTube and never leave YouTube, so what you want to do is on your adult acne YouTube channel you want to create a sales funnel there.



You want to give your visitors a reason to visit your adult acne website so they can come over, buy your products and click your ads. So you put a call to action on that channel. You can say, "Visit my website, www.AdultAcne.com, to get your free 30-day supply of this acne product that I'm recommending," and you put that up there in the description of your videos.

You can actually put an HTML link in the video description. Now it's not a search engine friendly link, but it's still a clickable link, so when someone's reading the description of your video there's a link there. They see it and they know what a link is for. You're supposed to click links. It's blue and underlined, so they click it.

Then they come over to your website, and that's where your sales funnel is. You've got a sales letter there, you've got an email capture there, you've got ads there that they can click on.

Does that make sense?

Gauher: It does make sense, and I think that probably answers my next question. When you were talking about feeder sites, these are basically feeding into your main funnel.

For this particular example, let's say I'm promoting an adult acne offer on ClickBank. That's the ultimate money page, I guess you would call it, and everything else that I create for it is the feeders into that money site.

Jeff: Correct.



Gauher: Okay. Now I'm going to ask you a question and hopefully you won't take any offense to this, because this is coming from a paid guy, okay? You actually make a good amount of money doing this?

Jeff: Yes.

Gauher: Like I'm not talking about setting up 100 of these to make \$6 off of each one. Like anybody on this call could take this strategy and they could build a good sustainable income from just a few of these?

Jeff: Well, it depends what you consider to be a sustainable income, but yes, the videos will survive for years. The websites will rank for years, but the key is you have to understand marketing.

Like I told you earlier, I'm not an SEO guy. I am an SEO guy by default because I needed a way to get traffic, and the goal was to get traffic converted into sales. It's how you decide to monetize the traffic.

So yes, we do this and sometimes we make a few thousand dollars the first month on a site that we build on a consumer electronics site. I've had several people stand up in my seminars who we've taught these strategies to and they've said it's changed their life.

I've told them even if you don't have a mailing list, if you study internet marketing, what do you get in your inbox all day every day? You get offers to buy somebody else's product. You start to get a feel for what's hot and what are people looking for.

I know in your teaching you talk about finding the hottest products in the market, because that's what people are searching for and you're buying the traffic. The same thing applies to free traffic.



Let's say that you know Pay Per Click Formula 2.0 is coming up. You know that they're paying a healthy commission on it, a healthy commission on it. You want to get in front of that free traffic. You don't even have to have a mailing list.

You could throw up a blog on your website using free software and the Traffic Getting SEO Plugin also, and get it up there within minutes and start ranking for Pay Per Click Formula 2.0 and all variations of the keywords within 24 hours.

You can either build a list with that, or you can put just a link on there that says, "Here are some free...." – What works really well for me, and I don't think I should tell your people this, but there's a phrase I've used several times I was promoting you, and it has to do with the quality of the content that you provide.

I could build a website within minutes for Pay Per Click Formula 2.0, and I could put my affiliate links in my posts and I could put my banner ads there. I could just send people over to your landing page and let you worry about the conversions. If I make a sale, I make a few bucks.

I've had people say that they took this strategy, used my free software, used our strategies like that, and literally – a guy showed up at my seminar and said he started doing it in December, and this was in March or May, and his first time to do it with no list or anything, he goes out there, follows these strategies that we're talking about right now – and a lot of people have told me this – he got in front of the traffic for these big launches, without a list, without being a guru, and he made \$15,000 in 10 days. Since he only makes \$30,000 a year, to him that was a boatload of money, and he went on to make \$100,000.



I've had people who've struggled for years to try to do things take the strategy that I have about building these blogs in these markets where people are searching for hot products – whether it's a new acne product or an IM market – throw a blog up, and make \$6,000 for a few hours or a few days worth of work.

Gauher: Let's qualify that, Jeff, so nobody gets confused here. I saw this because I watched that video that was on your Underground Training Lab. I think it was the five steps to becoming a super affiliate, right?

Jeff: Yes.

Gauher: You're teaching these guys to create blogs for these launches, and this is what we talked about before. A few minutes before we started this webinar you said that you can create all the traffic you want, but it all comes down at the end of the day to the marketing, the marketer, how well you convert somebody.

Now when you do suggest somebody throwing up these blogs, this goes all the way back to internet marketing, that you have to obviously include a bonus to give people a reason to buy through your link. It's not just sticking up a blog and hoping they order through your link. You've got to give them a compelling reason, right?

Jeff: No.

Gauher: No? Okay.

Jeff: If you do offer a bonus, you will do better in sales, but I don't offer a bonus more times than I do, and I do quite well in some extremely competitive markets with high-priced products too, and I have some clients that don't offer bonuses.



The ones that are the most successful are the ones that put together a bonus to get people to buy from your link, but also remember this is a back door way. Some affiliate promotions have what's called first cookie. If you can just get someone to click that link the first time, when they buy, no matter who they think they're buying from, that's the person who gets paid.

Even if that's not the case, a lot of times people aren't shopping for bonuses. One of my strategies that I use personally that makes me a lot of money is I build these blogs and I'll say things like, "Pay Per Click Formula 2.0 bonus." It's a highly focused keyword that I know buyers are looking for if they're shopping for a bonus.

Then I'll put together a bonus for the offer. I didn't actually give a bonus for Pay Per Click Formula 2.0 and I did well. But that's my relationship with my list. I didn't really build sites for that particular offer, but I built my list by putting up blogs just like we're talking about right now in all kinds of different markets, and then I generate traffic that way too.

So if you do put together a bonus, yes, you'll have a better chance to get the sale, but we have people that do it, including me, that put them up all the time without.

If think about it, like Jeff Walker's Product Launch Manager product, it's got a \$2,000 payout. If you're just starting out online and you're building a blog and it takes you a day or two – and this one guy we talked about, it took him 10 days putting it all together – you make 50% of your salary in 10 days' worth of work, 50% of an entire year's salary. That's a life-changing amount of money.



Is it worth it? To some people it is, but as I teach my students, it isn't to others. You have to ask yourself, "Is it worth the effort to me?"

So yeah, we make a lot of money doing it, not just from a list but from building sites and doing this type of stuff all the time. I don't want people to go out there and just build sites, because you have to have a plan. We talked about this earlier. You have to.

Gauher: It's funny, because I'm going to call you on something you said about five or ten minutes ago. I don't know if it was a mistake or not, and it could be because you're so much more advanced and you have staff in place.

You said something about creating these sites in minutes. Do you have some sort of automated process in place, or how do you do it? Does your staff do it?

Jeff: We do have an automated software in place, but that's not what I was referring to. I was referring to literally taking Wordpress, taking the free Traffic Getting SEO Plugin, and we've done this live at our seminars where we can get it up and running, including content on the site and making sales real time, and install the OpenX ad software that I was referring to earlier –

I didn't use the name, but it's called OpenX. It's an open source free piece of software that's extremely powerful. It allows you to run your own ad network if you want to. We use it on our existing network of sites to test our offers –

But you can get that and the blog up and running, fully grown, and walk away – one time we did it live on a slow internet connection inside the ballroom in less than 35 minutes by hand....



Gauher: And you got a sale.

Jeff: ...and put up a neat little header, which we teach people to do, so they can do it by hand.

Gauher: And you actually started seeing traffic within an hour or two?

Jeff: We can see traffic within an hour or two. We've done that before live at seminars too, where we build sites and see sales before we leave the seminar with 100% free traffic.

Sometimes though, it's interesting, we might build a site and it might take us – and I don't know why – five to seven days to show up in the search results, but the majority of time I can get in within a day or two and get traffic.

Here's another free tool, if I can throw it out there, for video distribution. You don't want to spam the engines, but the engines like videos and they'll still rank the videos. We have some from several years ago that are still ranking well. There's something called www.TubeMogul.com.

What's nice about that is it's got analytics built into it, so it can tell you where the traffic is coming from. You can use that to add your video. You want to add it to YouTube by hand. Then you go and use Tube Mogul to send it out to a couple dozen other video sites.

That's just another way – I call it my bread crumb trail. It's an SEO method that's part of my feeder sites. You're just putting more things out there, because when you do a search in the search engines, if you have one website – let's say adult acne – and we do a search for adult acne, even if we're ranked #1, what do we have on the front page of Google? One ranking.



We might have two links showing, but if my adult acne YouTube channel is ranked #3 and my adult acne Facebook fan page is ranked #4, and my adult acne Myspace page is ranked #5 – which by the way, the videos still rank well for those other sources that we talked about – now I have a chance of going from one link on the front page to five links on the front page of Google.

The whole idea is to spread your message to these other feeder sites, other blogs that you control, or to these other social networking sites that are putting content out there.

Gauher: Awesome. Now I'm looking at my Action Plan, Jeff, because I'm completely new to this kind of marketing. I'm looking at 1) market research, 2) keyword research, 3) building the blogs, 4) registering the domains for those blogs, 5) getting the content on the blog, and you talked about spinning PLR articles or hiring somebody to do that, 6) the automatic pinging which is done by your free traffic SEO software, which is going to be a huge timesaver.

Then we started talking about getting into the monetization, whether it's CPA, CPC, or Adsense. Is that really it, as far as getting started for generating free traffic in any niche?

Jeff: Yes.

Gauher: That's it, eh? That's the blueprint.

Jeff: The more traffic you want, the more content you'll have to produce, and the more incoming links you'll have to find, or incoming traffic from additional sources such as the social networking sites. That's it.



Our networks of sites, I've had tracking systems blow up that were literally supposed to be able to handle tens of millions of visitors and clicks per month, and I've blown them up by going out to large scale.

I don't like people to go out there and start building a billion sites. I'd rather have them learn about the marketing. Start with one market that you hope you make money with, and just build two or three blogs and that's it, just to see how it works. Then if it's profitable, then you can go out there and create videos.

You see these guys with these ab products and stuff like that doing seven figures a year with a single e-book. What they do is they go out there and they keep finding more and more traffic sources. They run it through the CPA offers, they have these YouTube channels, and they're getting an insane amount of traffic because they're putting out these videos for YouTube all the time, which is a free source of traffic for them.

I've known several of them that YouTube is one of the primary traffic generation models, just getting their videos for the products in these niches out on YouTube.

Can I say something about Facebook and Twitter? I don't know if we're running out of time.

Gauher: No, go ahead, by all means, Jeff. I'm looking at the attendance list, and while we've been doing this call the number of attendees has been going up, believe it or not, which is usually the opposite. That's a good indication, so keep talking, Jeff.

Jeff: The idea is after you get those blogs up, it's really about the marketing. I'm a marketer first and foremost, but get the conversions set up. Learn what your conversions are by getting some traffic first,



and then sit down and decide, “Okay, if I’m spending this much time on this particular market, is it worth my time to continue going forward, or should I move on to something else?” and only you can answer that.

I don’t know how much money you need to make, but once you get that going, the whole idea at that point then is to set up these social networking funnels that we talked about.

It’s interesting, because a lot of these things are set up with inherent viral natures to them, viral meaning that it’s just like a domino, where you click the domino at the front of the line and then one domino knocks over the other domino and it just keeps rolling on with the viral marketing.

We actually had a Facebook development team at one point and we produced these Facebook software programs. We looked at Facebook closely, and they’ve got 11 or 12 distinct viral marketing channels built into Facebook.

Everyone thinks Facebook is like this greatest marketing thing, but what’s interesting about that is I ran a test a couple months back and I went through my Facebook page where I had 5,000 friends, and I posted something there, and we were just getting started with Twitter.

I’d not even posted a single thing on Twitter yet, but we somehow had 635 followers, give or take. We opened up the account and we didn’t do anything with it, but I still had 635 followers on Twitter. That was literally 1/10 as many followers as I had on Facebook.

I posted the same thing on Facebook, then I went over to Twitter and I posted the same thing on Twitter but with a different tracking link



in it. And although I had approximately 1/10 as many followers on Twitter as I did on Facebook, Twitter at the end of the test after several weeks ended up sending me 20 times as much traffic as Facebook did.

Gauher: Why do you think that is?

Jeff: Because it's so quick and easy to push Twitter along, and a lot of people do it on their handsets, whereas with Facebook, if you don't have an iPhone or Blackberry of some sort, you can't really get the apps for Facebook. I don't know why it is.

One of my guys sent me an article the other day and the article said that Facebook has more loyal readers for your website than Twitter does, but it depends what you want. Do you want sales? Do you want people joining your webinars?

Perry Belcher and Ryan Deiss are getting huge numbers of people from Twitter onto their webinars, huge numbers. They spoke at my seminar last spring, and those people are spending money. Lots of people say you can't make money from Facebook or from Twitter. It's the viral nature.

Gauher: Just to add to that, Jeff, when I announced this particular webinar, it was first to Twitter before it was to my list, and I do concur with you. I did get a number of signups for this webinar from Twitter, not from email. So continue on.

Jeff: So play around with those. Different ones are here and different ones go, but the whole idea is get the blog up and started. It's exactly what we've talked about. That's exactly what I do.



I've been away where the only thing I had to work with on a 66k modem are a series of blogs that we had put up like this, and I've been doing it from overseas and we'd make \$17,000 or \$20,000 directly from them.

For these high-priced deals or even products – I do a lot of consumer electronics – we build blogs and then we go out and we decide [inaudible]. You can build the traffic up and ramp it up pretty nicely, but it's not how much traffic you get, it's how much money you can make from it.

Let's say it's a deal for Pay Per Click Formula 2.0. Your people who love you and who know it's a solid product could just as easily join your affiliate program and within minutes have the first blog up promoting it, put a little bonus offer together, then go over to YouTube and put a video out, and go over to Facebook and start a fan page for it.

The next thing you know, it's just free money. It doesn't take that long to do it. Now if they want to take it to the next level they'd have to go out there and spend more time doing it.

Gauher: It's a time investment, but it's obviously less risky than pay per click. If you look around, almost every ClickBank product that's coming out is Google AdWords this, Google AdWords that, just buy the traffic and send it to ClickBank.

But with this Action Plan that we've created here, Jeff, that I'm going to put up on my personal blog where everybody can download it, it's literally a step to getting people to start promoting ClickBank products, CPA products, CPA offers, whatever they want to do to start making money on free traffic without the hassles of Google AdWords.



Jeff: Yes, definitely.

Gauher: Awesome. Now before I take just a few questions, Jeff, I want to keep going a little bit longer. A lot of people are now asking about everything you teach, and I know that you barely touched on Twitter and YouTube and Facebook, and that's a huge part of everything that you do.

You had mentioned to me just before this that you have some sort of relaunch or re-opening up your now famous Underground Training Lab.

Could you just tell people a little about it who are more interested in kind of learning about everything that you do, because frankly I don't know where you found the time to test all this stuff, but you did, and now people can actually learn it from you and bring down their learning curve. What exactly do you cover in Underground Training Lab?

Jeff: Underground Training Lab is a coaching club that was renamed Underground Training Lab the June before last, but it's actually been opened for three years and 11 continuous months now – not open to new members, but people have been members of it for four years as of December.

So how did I do all that stuff? Well, I've got a staff, plus I want to know myself. Underground Training Lab, the private membership site, not the blog, but the private membership site is all about helping you grab more traffic, more leads, and more money faster.

What we usually do is we close it down usually from three to six months, sometimes 10 months, and take care of our clients that are



already in there, and then we take a look at our content and we say, “Okay, what’s new? What’s working for us now? What isn’t working?” We rip out the old stuff and put in the new, and then we re-open it.

This new one we’re opening up on November 24 is actually called the Underground Training Lab Operation Quick Start, because we’ve redesigned the site. June was actually our biggest launch ever. December was before that, and it just keeps getting bigger and bigger.

So we went back and said, “Okay, what’s the one thing people want?” and there’s literally hundreds of hours of audio, video, dozens and dozens of tutorials and processes, and thousands of pages of content.

But people said, “You know what, I want to be able to hit the ground running fast,” so we broke it up into these little Quick Start Guides. We just created new content for them, or we at least organized the old stuff.

We said, “Okay, you want to know more about becoming a super affiliate using Wordpress blogs? Go to this Quick Start Guide. It’s got everything there for more leads, more money, you name it.”

That’s all it is. The coaching club isn’t open and hasn’t been open for awhile, but it’s reopening on November 24 and it’s called Operation Quick Start. It’s just a private membership site where I help people generate more traffic, more leads, and make more money.

I don’t say I help them personally. I teach them or their staff to learn how this stuff works. We’ve been doing it for four continuous years now, so it must be working.



Gauher: That's awesome, Jeff. For the people that are interested in learning a little bit more about what Jeff Johnson does, he's touched upon it in this great webinar – wait for an email from me before it opens announcing what my bonuses are so that you can also take advantage of my bonuses, including what he has to offer in the Underground Training Lab.

Jeff, is it okay if we take a couple questions?

Jeff: Sure.

Gauher: I have some interesting questions here. Somebody's asking if your success is because you're famous and can plain people actually do this?

Jeff: I wasn't born famous. I certainly didn't start out famous on the internet. Like I said, yes, we have people do it all the time that don't have a name in the marketplace.

On my blog, at least until the new FTC rules go into effect on December 1, which is funny because everyone's talking about that, you'll send them a link to it, but there's a case study where complete newbies did \$70,000 in 70 days on their first ClickBank product.

I got my start when I was a nobody, and all I did was build a blog and start putting out high quality content, and that's how I caught the attention. I was sending traffic to people like John Reese for his products, and Yanik Silver.

Then I built a blog back in 2004-2005, and all I did was put out high-quality free training material for people to read, and that's how I got established as an expert.



We've also gone into markets that we have actually no experience in, no name in, no JV partners, and created 6- and 7-figure businesses from scratch. So anybody can do it.

Now if you want to talk about does my email list make me a ton of money, yes, absolutely, but that email list was built by doing exactly what we talked about, and still is built in markets that I'm not known as Jeff Johnson, the SEO guy. Completely unrelated.

Gauher: So you have huge lists in other markets.

Jeff: Yes.

Gauher: Okay, and you started like anybody else did, like probably a small corner in your house, no staff, no nothing, just Jeff Johnson, right?

Jeff: Absolutely. It was in the basement, where in the winter time it was so cold I had to wear a sweater and gloves down there.

Gauher: Here's another question – how long does it take to rank for a particular keyword? I think you touched upon this. It can happen within a day, can't it, or even hours?

Jeff: It depends on the particular keyword. If you're using buyer keywords, highly focused long tailed keywords, you can get up there within minutes.

The reason I say season your blogs and put three blogs in any market is because once they've been aged, once they've been seasoned, if you put something on it that's a focused keyword, you can rank on the front page of Google within an hour or less than an hour.



If you build a new site from scratch, sometimes it's a day or two, sometimes it might take you five to seven days using these strategies, but it all works very quickly.

Like I said earlier, sometimes I'll build one and it takes a few days and I don't understand why, and other times I'll build a brand new one and it'll still be ranked #1 on Google within a couple hours, definitely within 24 hours. You can do it quickly.

If there's a new product coming out that's hot and you just found out about it and you've got at least a five-day lead time or seven-day lead time, you still have more than enough time to get in that market and start dominating it.

Gauher: Somebody's asking, Jeff, is your team outsourced or is it here wherever you are in the States?

Jeff: I use a combination of outsourcing. It used to be primarily outsourcing, but about 3-1/2 years ago I bought an office building down the street from my house and it was empty, so I put a few people in there.

I've got virtual employees across the United States. I've hired teams via contract overseas, but the core people who help my coaching club members out and have built my stuff for me and do the testing for me, they're sitting right in my office here in Michigan. But we started out outsourcing.

I was in the real business world before I started here, and there's something about having somebody in the office next to you that you can run in and say, "Take care of this or do this," that I just enjoy.



Gauher: Let me ask you this. I know you talked about OpenX, and there's quite a few people who are asking about OpenX. They're asking how do you use the OpenX free software that you mentioned.

Is it to rotate between maybe a CPA ad, a ClickBank offer, or Google AdSense ad to see which one gets you the most money?

Jeff: Yeah. We actually do it a couple different ways. We use it on our websites. If we build a website or throw up a membership site – we've done this before, we throw up a private membership site and we get 20,000 or 30,000 members right away, but we still haven't figured out what it is that we're going to do to make money from them, which kind of goes contrary to what I said, but my clients like me to show them stuff, so we teach them how it works.

If we're in that situation, we'll actually rotate ads through the OpenX system to see what it is that they like to click on that's making us money. I also have my own ad network set up, so there's hundreds of thousands of impressions of banners that we run through OpenX.

Let's say that you announce that Pay Per Click Formula 2.0 is closing last night. I could literally go in there and within minutes tell OpenX to only show Pay Per Click Formula 2.0 on those networks until the closing time, which is a good way that we do it too.

It also tracks links, so we'll put different variations of ads up, and I'll be able to see that, "Okay, I'm promoting this CPA offer or CJ.com offer, and I've got three or four different headlines I want to use," and I rotate those and it tells me what color gets the most clicks, what font gets the most clicks, do they like girls on it, do they like boys on it, that kind of stuff.



Also we can track individual links. You can also use OpenX to track hyperlinks on our blogs. We rotate anchor text in the link to find out which anchor text they like the best in the link for clicking it. We can increase our click conversions by two or three times.

Gauher: Jeff, this all goes back to what you said early on and we'll repeat it. You can get all the traffic you want, but it's about being a better marketer, right?

Jeff: Absolutely.

Gauher: It's the split testing, it's measuring the conversions, seeing what converts, and then obviously OpenX is something that allows you to do that.

I run OpenX on one of my major portals because it has the geo-targeting features, the different banners, and it's pretty powerful. You've probably got like a gazillion blogs. You're probably running them all off the OpenX platform, so you can change up one ad on all your blogs and do whatever you want with it, right?

Jeff: Yup.

Gauher: Okay. I've got John here asking, "Does Jeff's course teach how to monetize the traffic, landing page design, links to products inside articles?"

Jeff: I think the most valuable part of my coaching club has always been the monetization, what to look for. What do I sell? How do I sell it? How do I set up my landing pages? What helps the landing page convert better? How do I think about marketing in general? How do I choose my markets? So yes, it teaches that.



But the problem is most people want quick, quick, quick. The most valuable thing that I share with my clients is the marketing philosophy – how to think like Jeff Johnson, how to make the money.

Some people have a gift for making money, some people don't, but it's a gift that can be learned. Some people have a gift for marketing, some people don't, but those are the types of things I like to teach.

Gauher: Here's an interesting question, Jeff. Somebody's asking, "What do you sell?" I was ready to reply back, "Everything," because I've seen some of the stuff that you've done, and I know one of the things that I saw in a video was that you'll actually sometimes create an entire blog on a Canon camera model.

You had talked about when you start going as specific as a model, now you're targeting buyers and it's easier to convert into a sale.

I take it you sell anything, right? Anything where you think there's a demand and a market for it.

Jeff: Well, anything I'm not morally opposed to. I'm not a prude, but I won't do illicit drugs, firearms, gambling, pornography, and stuff like that.

But yeah, we've got sites that sell digital cameras, plasma TVs, sewing machines, eBay products, digital products, downloadable products, affiliate products for other people – you name it, we probably have a site that sells something along those lines.

Gauher: It's great that you said that, because it dispels the myth that you can only make money selling "make money" information.



Jeff: Oh no, I made my fortune long before I ever became known in the internet marketing field. In fact, what's interesting about that is I hosted a seminar a few months ago, and every speaker there had built a 6-, 7-, or 8-figure business from scratch in as few as a few months before they ever entered into the internet guru business.

Ryan Deiss, Perry Belcher, Eben Pagan, Brad Fallon, James Schramko, myself – it's a big myth. When I started in this business I was a stockbroker, and I was a successful stockbroker. I went to my first internet seminar and the people on stage were talking about making a level of income and how great it was, and I was like, "You know what, there's no way in heck I would ever leave my job for that little money."

Then I started to find a few people like John Reese and Yanik and people in the background that weren't necessarily on stage yet, and Jeff Walker in the audience. When I met Jeff Walker, he was making six figures online selling subscription services online long before he was ever known as a product launch guy.

Gauher: Well, let me end this webinar with a question that I've seen pop up a couple times, and that's probably because you know my list is more geared towards CPA offers.

Some people are asking can the tactics in your course be applied to marketing CPA offers?

Jeff: It depends what you mean by marketing CPA offers. Are you selling yours to CPA channels so affiliates are sending you traffic, or are you sending affiliate traffic and getting paid by sending them traffic?

I guess either/or doesn't matter. The answer is yes, absolutely. I'd gotten my hands on the CPA Tsunami course from Mike Hill, and I've



become friends with Mike Hill, so I looked through it and absolutely it's the same thing.

A lot of what I sell is I'm just an affiliate marketer. I'm a super affiliate first and foremost. I'll sell anything I can make money on that I don't have a problem with morally.

So if that's the case, yes, get a CPA offer and put up a blog. Maybe you're selling those acai berry deals. You don't want to do a fake review. I've always told people don't ever do fake review blogs, but if you're a real user of the product you can do it, or you can write articles about the properties and the research that's being done.

I built one with the goji berry market. I built a blog and knew nothing about it. I wrote all the short little articles myself showing the clients how it works?

Gauher: Goji berries?

Jeff: Goji berries, yeah.

Gauher: And you made money off of something I've never even heard of?

Jeff: You don't know goji berries?

Gauher: No.

Jeff: Really? It's kind of a hot fad with the CPA offers. They come and they go.

Gauher: I've seen acai berries, but I haven't seen goji berries. It must be the next thing after acai and resveratrol.



Jeff: It's actually a few years ago maybe, but I actually have a bag of them in my office because I eat the darn things. But the whole point is you build a CPA-style landing page and you drive your traffic to that CPA-style landing page, whether you're selling somebody else's CPA product or selling your own.

All you have to do is build the blog and build the network that we talked about to support the money page, the money site as I call it. The money site could be nothing more than a single CPA offer page on your website or on somebody else's website.

Gauher: Let me ask you this last question, Jeff, and this is something that I started to teach in Pay Per Click Formula 2.0 before I closed it yesterday. There's a whole module built on natural SEO and organic traffic, even though I'm not an expert, and that's why I've recruited guys like you.

Sometimes I kick myself for this, and I know there's a lot of people on this webinar who are Pay Per Click Formula clients who also want to know the answer to this question.

I realized that after doing pay per click marketing for so long, you realize it's just a handful of keywords that are responsible for the bulk of the traffic and the bulk of the conversions.

I kick myself because I know what those keywords are, and I think to myself that I really should have years ago started creating a whole empire just around those keywords, rather than just having to buy the traffic all the time.

If I knew the keyword was *adult acne cure* and it was responsible for making me \$50,000 or \$60,000 every year on ppc, it only makes



logical sense to go into natural SEO with that, go into video marketing with that, go into domain marketing with that.

So the Action Plan that you've given me and everybody on the call and everybody who's going to see the replay, is that something that I can take already knowing what their money keywords are, build blogs around that, use your free SEO traffic, and build free traffic to those CPA offers?

Jeff: Not necessarily. Just because they're profitable from a pay per click standpoint doesn't mean that they're phrases that you can or should target from a natural search engine standpoint.

But if you were to take your massive keywords lists and you were to build your websites and your blogs with those massive keyword lists to support your primary keyword phrases, then you probably would do quite well, because it's not just about the primary keyword, it's about all the secondary keyword phrases that you guys build in your big pay per click lists.

The answer is it doesn't mean that just because you're making money with ppc that you could own it or get enough traffic. My guess is you could.

It's not that I'm opposed to pay per click, I just don't have time to deal with. Man, you can get your shirt handed to you if you don't watch your campaigns closely.

I can build a website, set it free, go back and have my guys check it every few months to see what's going on with it, and make adjustments, where with pay per click you can't do that.



Gauher: Yeah, you just made me laugh when you said check it every few months. I have to check my campaigns every morning. [laughing] That's great.

Jeff, I want to thank you for taking the time to be on the webinar tonight. We got immense value from this. I completely created the Action Plan here, which I'll convert into PDF format and put on my blog, along with the replay of this call.

I want to thank everybody who was here this afternoon for this call. Make sure that you watch for an email just before Jeff launches his Underground Training Lab once again to get people in.

Basically my email will cover what my bonus is, and I'm actually going through Jeff's course right now and starting to implement some of the techniques, and I'll be sharing that with you.

Before I end, the third person to get the course – I'm going to select somebody again from random here. The third person is Harry Grodoyle, so if you could email me at Gauher@payperclickformula.com, you are now a Pay Per Click Formula member.

For those of you who missed out on getting Pay Per Click Formula, if you follow me on Twitter at www.twitter.com/gauher, I will be giving out three additional copies in the next 48 hours. Like I said, Pay Per Click Formula is now closed. This will be your only opportunity now to get in.

Once again, thanks guys and wait for an email. I'll have the replay up on the blog, including the Action Plan.

Thanks a lot, Jeff, and take care.



Jeff: Gauher, I appreciate it. Thanks for having me. Talk to you soon.