

## Free Traffic Intensive 4

Guest Interview: Jason Katzenbach & Jason Potash  
SEO and Web2Mayhem

**Gauher:** Hey guys, Gauher Chaudhry here. This is going to be a great webinar to end 2009. When it comes to free traffic, these two guys are the go-to guys, especially with getting a lot of automation done with free traffic.

I've got two special guests here, Jason Potash and Jason Katzenback. Like I mentioned earlier, they are both extremely smart when it comes to generating free traffic.

I'm first going to introduce what these webinars are all about for the people who are not familiar with these free traffic intensive webinars. I want to cover what the purpose is and what I plan on achieving.

Why free traffic? Well, one of the reasons why I'm starting to do these free traffic seminars is because one of the biggest benefits of free traffic is you don't have to pay for it. You don't have to calculate gross margins or return on your investment, because the only investment is your time as far as free traffic is concerned.

If you're willing to put in the effort and you're willing to put in the time, you can drive a windfall of traffic to whatever web pages, CPA offers, or products that you're promoting. These are two guys that have proved it over the years.

In the years that I have known Jason Potash and Jason Katzenback, we have obviously been on two sides of the camp. They've been on the free traffic side of the camp and I've been on the paid side of the camp as far as affiliate marketing is concerned.

The purpose of this webinar today is to grill these two guys for their methods of driving free traffic to their blogs, websites, and CPA offers or whatever they care to promote. That's the basis of these free traffic intensive webinars that I'm doing.

I've invited a number of free traffic guests to cover free traffic methods over the last few weeks including Jeff Johnson, Mike Liebner, and the Facebook conversion guys. Consider this free traffic intensive training number four.

One of the things that I've constantly mentioned over the last few free traffic intensive webinars that I've done is that the biggest challenge you're going to find when it comes to making money online is traffic. Obviously the more targeted traffic you can find, the more money you will make.

One thing that most people don't realize is time. Time is limited. You need to make the right decisions to concentrate on the activities that are proven to making money.

One of the reasons I have Jason Potash and Jason Katzenback on this particular free traffic intensive is because these are two guys who have really specialized in the automation of doing a lot of free traffic generations. They've concentrated on building tools and software so they're not stuck behind a computer building all this stuff in order to garner free traffic.

When I talked to Jeff Johnson for an hour and a half on that webinar and then with Mike Liebner and the Facebook conversion guys, one of the things I realized is a little voice in the back of my head that kept repeating, "Wow, Gauher. This looks like it might take quite a bit of effort and quite a bit of time. Why don't you just stick with the paid route because it's so much faster to simply dump keywords in?"

Obviously if you can leverage your time, whether it's with outsourcing or automation tools, that in itself will help get you to where you want to get. Once again, with free traffic you really can't beat that.

Any time you can find guys who have proven ways to find free targeted traffic, they are definitely people you want to listen to. That's why I have Jason Katzenback and Jason Potash on the call today.

What I'm hoping you guys are going to achieve, especially after today's webinar, is obviously more traffic, more leads, more sales and more money. Hopefully I will create an action plan on this webinar and place it on my blog, including a transcript of this particular webinar with Jason Potash and Jason Katzenback.

Who are Jason and Jason? I've known Jason Potash since probably the late 1990s. Was it then, Jason, that we both started out online? I know I started out in 1997 and I think you came online in '99?

**Jason P:** Yeah, '99.

**Gauher:** Both of us were involved a lot in ezines. Back then that was a huge craze where you could make a lot of money if you had your own ezine.

Then Jason branched off more into article marketing and free traffic generation, and I for the next few years kind of dabbled in trying to find something to do other than ezine marketing and I got into the paid traffic and CPA game and the rest was history.

For those of you who don't know who Jason Katzenback is, he is the guy behind [www.JohnCow.com](http://www.JohnCow.com). This is a very popular blog. What is the purpose of the blog, Jason? Is it to provide free traffic strategies or all around internet marketing?

**Jason K:** All around internet marketing. Basically that sums it up great. There's never really one focus. It's focused on how people make money online and giving them tips and tricks to use and things like that.

**Gauher:** Awesome. For the people who are not familiar with Jason Potash or Jason Katzenback, definitely these names will ring a bell. They're both behind Traffic Kahuna, Article Kahuna, and Portal Feeder. I'm sure you guys are behind a ton of other stuff that I haven't listed here. Is that correct?

**Jason P:** Yeah. There are quite a few of the free stuff that people have heard of. There's Comment Kahuna and Adwords Digger. We've got Syndicate Kahuna and we've got a lot of products, free and paid, under the umbrella of what Jason and I are involved in.

**Gauher:** Now I went out and got your guys' mug shots. I hope I got nice mug shots.

**Jason K:** No, that's not me, man.

**Gauher:** That's not you, eh?

**Jason K:** No. Headshot, that's okay.

**Jason P:** Just to clarify, Jason Potash is the guy on the right.

**Gauher:** Yeah. This is Jason Potash right here and this is Jason Katzenback right here.

**Jason P:** Not the serial killer on the left. I'm just kidding.

**Gauher:** Let me ask you this. Obviously we've got hundreds of people on the call today and I'm going to hit you guys really hard. You guys have obviously been in the free traffic game.

Let me start out I guess with Jason Potash. You can answer this question first. Whereas I branched off into the paid marketing game, what attracted you to free traffic?

**Jason P:** That's a very good question. I guess I came out of the whole ezine marketing side, as you mentioned, and for me I really dove heavily into article marketing, as mentioned earlier on the call.

I guess naturally I was writing articles offline and then transitioning and writing articles online. I was syndicating my articles to article directories and directly to ezine publishers back in those days.

I found that I was getting traffic happening naturally by me doing something I loved, which is writing great content and then getting it out to people that wanted to read that great content. It kind of snowballed from there.

Really I didn't think about paid traffic until years afterwards, because using that free traffic model of using article marketing was working so well. It really didn't give me any reason to look to the left or the right and start paying for traffic. That's how it came about.

**Gauher:** What about you, Jason Katzenback?

**Jason K:** Actually what happened to me, I've been online off and on since '96 and started back in the Corey Rudl days when he first came online. I really didn't get serious until about 2003 and I jumped on the AdSense bandwagon. What ended up happening was I became a customer of Jason Potash with his Article Announcer predecessor.

**Jason P:** Ezine Announcer.

**Jason K:** Yeah. I was doing pay per click back then and it was doing pretty good. It was just a little e-book that I had – one of my info products. Back then article marketing was totally different. There wasn't this stupid content filter. You could have 10 listings of the exact same piece of content.

I started killing it with free content. I started getting a bug for the SEO side of things, and then got into blogging and understanding how to take advantage of the free traffic.

That's basically how we even started Portal Feeder. We started jiving our two minds together.

I was also a customer of [inaudible] back then with Direct Regenerator and all that kind of software. We were basically spamming the hell out of the internet kind of thing.

I realized as things started to change, the game was changing. You couldn't spam the internet. Google was starting to look at it from the customer user experience.

In accordance with your blog, it's funny how they're treating customers lately. Regardless, they're looking out for the searchers. I started having to really refine my tactics and figure out how I could take advantage of SEO for the long term.

That's why I find it so funny that people all the time with their, "SEO is dead." Well, as long as I've been online SEO is kicking butt. I guess it's from the marketer's perspective.

**Gauher:** Let me ask you this. You're both Jason. Do you mind if I call you by your last names? Is that okay?

**Jason P:** Sure.

**Gauher:** Sounds good. Let me ask you this and I'm going to be point blank with you. Let's say I approach you for the first time and I'm a complete newbie. Where in the world would I start as far as generating free traffic? What would you recommend?

**Jason P:** Let me make a comment. Before we start talking about some of the tactics, what I'd like to do is take a few minutes – not ramble on – and

talk about where Jason and I came from. Some of the things we learned and how we got here today with some strategies we're going to talk about.

I talked to Jason about two hours before the call and we brainstormed some ideas. What we want to do today is give you a list of things you can do right now to get more traffic, better results, and whatever results you're getting now we want to boost those up exponentially.

We're going to be weaving those tips into the call, but rather than simply jump into the tactics, we want to warm up a little bit and talk a bit about some of the things that are happening today, what worked yesterday, and that sort of thing. We'd like to spend a couple of minutes on that.

If I can do that, I think it'd really help to better crystallize some of the thoughts and some of the strategies we're going to give you as applies to getting traffic, more visitors, what's working, how to get free traffic and that sort of thing. Does that sound okay?

**Jason K:** Gauher, just to let you know that even though you had something planned, I've been working with this guy for a while and he's going to change your plan.

**Gauher:** Okay. I was wanting to put an action plan together. I'm definitely still going to put an action plan together. But the one thing I want to ask you guys – and I'm going to be point blank and honest with you because I've been on the paid side for so many years – is it possible to still make hundreds of thousands of dollars a year on just free traffic?

**Jason K:** Yes. Just free traffic, yes. However, it's no different than paid traffic. It's all about the market that you're in and how dedicated you are. But yes, 100% yes.

**Gauher:** You can build a huge empire just off of free traffic so that nobody would ever have to deal with Google Adwords, Yahoo or anything?

**Jason K:** Yes.

**Gauher:** Wow. Okay. Carry on, boys. I've got the action plan all set to write it out.

**Jason P:** I think that it was easier years ago. If you've been with search engines for years and years, there are certain things working in your favor in terms of maturity of your site, the age of your domain name and things of that nature.

As a side bar, to be honest that's what drives Jason and I crazy when you see a lot of these sites and you see these AdSense checks on somebody's website. They're all making \$30,000 a month, making \$10,000 or \$20,000 a month.

Often what they don't tell you is that they may have one or two sites that have been online since '98, if not earlier, and those are really well aged, matured, loved by Google and adored by Yahoo and everybody else.

It's a whole different dynamic when you have a brand spanking new website that you uploaded today versus this Goliath mother ship site you've had sitting in the search engines. It's well aged and well adored by the search engines. That's a whole different animal when you're talking about earning money through websites or blogs.

What we're talking about today is taking a brand new site – or sites that are a few months old – and monetizing those. Taking those sites and getting more traffic out of them.

**Jason K:** Let me jump in, too. I was telling JP about this and what's the coincidence. As you know, I do some PPC and I have PPC people and I've closed the doors. I mean 100% my passion is SEO and the organic side of things.



It's kind of like how you have that accounting mind, Gauher, where you love the tracking and figuring. I love doing that with the SEO side of things. I love trying new things and implementing different strategies.

Honest to God, I just got an email from a guy that was a student of mine two years ago in Portal Feeder. He's making six figures a month now.

He wanted to email me and say, "Man, I can't believe it. Everything you've taught me has made such a difference in my life." He's now basically an online millionaire. His name is Tom Elliot.

It's all true physical products sold through affiliate marketing online. What we did was all SEO traffic. It's absolutely 100% possible.

**Gauher:** Wow. That's incredible.

**Jason K:** I will generate a comfortable six figure net income from internet marketing by the end of this year. There you go. It is possible 100%.

**Gauher:** Wow.

**Jason P:** Gauher, to talk about getting traffic and that sort of thing, I think one of the challenges – and we all know this – we're all bombarded by emails. They're selling e-books and software. It's like, "Here's the latest back door to Google or here's the latest (and they use some buzz word) Google slip knot method," or whatever it might be. There's always something coming out and a new way to trick Google.

I think one of the things you'll find if you ask anybody that's really getting great results with organic traffic – like the case study that Jason just shared with you – is a person like that isn't jumping left to right trying to find the next way to game Google, get in the back door or to put a bunch of sites that get traffic for a few months and then go away and disappear, because Google becomes wise to that.

I think what we're talking about is building a business on a rock foundation and not a business based on a foundation of sand. I've been through this. Jason has been through this. We all developed pages we're not proud of back in 2000 – 2003.

It was easy back then. You used some software, pushed a few buttons, you upload 1,200 pages easily. Getting back links wasn't a problem and it was like a house of cards. You knew at some point the gravy train had to get derailed and it did.

I think what Jason and I learned was okay, rather than mess around and buy the latest \$97 software to game Google and try something else, and try this other Google tactic, why not try to build a long term business using traffic strategies and principles that have worked for the past few years and will continue to work for the next few years forward? That's the major difference.

When you're looking at building a SEO traffic plan, do you want to simply jump on trends and gimmicks or do you want to say, "Okay, I'm going to put in an hour of work. I'm going to hire somebody and pay them a few hundred dollars. Do I want that investment to last for two months or potentially two, four or 10 years?"

That's one of the questions you have to ask in your mind. As I said, Jason and I decided to take a step back and really focus on putting our anchors in rock rather than trying to build something that might get washed away when Google decides to change their algorithm or become wise to these sneaky techniques that we've been using. That's really the big difference.

**Gauher:** You see, JP, it was so tempting three or four years ago to load up Traffic Equalizer, spam out 40,000 pages, and start making \$15,000 a month.

**Jason K:** Especially when you're hearing of everyone making so much money doing it. I fully admit that I was 100% there with you, Gauher. Look at John Reese and his legendary Traffic Secrets. He talked about using it. It was what everybody was using, but the game has changed.

Jason, there's something you kind of touched on and I want to jump in real quick. One of the things is with PPC is you're spending money now so you don't want to take your eye off the ball. You're always looking, always changing. Google is so much stricter it seems, especially of late, with Adwords, landing page and quality scores, and all those kinds of things.

With organic listings it's a much slower process. Even when you hear about Google slapping, I have never had anything across the board where everything's wiped out. Sure, I've had a site de-indexed for different reasons. I'm always testing. That's one of the things I'm always doing and sometimes I push the line.

I actually have a customer of yours who fell into this trap himself. He built up a healthy income with SEO and he let it go because it was there on its own. He didn't have to watch it anymore.

All the sudden two years later when Google was turfing all these AdSense-only websites, his network got killed. It's no different than any game. There's a strategy, there's maintenance, and you've got to watch things.

With SEO it's definitely longer term. It's longer term to start seeing results and it's a longer term that results can disappear.

**Gauher:** Let me ask you, JK. You obviously played the short term game where you spam out and make a ton of money. What was the turning point where you said, "Listen, I've got to stop doing this. I've got to build a long term strategy out here." How has that worked for you now?

**Jason K:** The biggest difference was right at the starting time of Portal Feeder back in 2005. I realized I was spending every day just building new sites. That's all I was doing.

It got to a point where I had about 40 – and I know people have hundreds and hundreds – websites. It was like for every new one I built, one was falling off or disappearing. I was like a deer in the headlights looking at this thing coming.

I don't know if you remember you could put PHP scripts to show article content on your site? It started becoming obvious that Google wanted content. It couldn't simply be recycled results.

To be honest with you, Gauher, it wasn't until probably a year later in 2006 that I really started realizing that quality matters a whole lot more. It's got to be that whole user experience. We didn't really talk about it. I remember there was that VEO talked about it – Visitor Optimization. It still was a slow process where as you watch it more and more.

Google is really the game changer. They've changed the way it is so you can't have single content.

Then social media came into the equation and you realized that, yes, it is all about the conversation. To me it was totally now. You can't be playing that game anymore. You can, but it's even harder than ever because you constantly recycle.

I guess, long story short, it got to a point where I was spinning my wheels and wasn't growing. Instead I was spinning my wheels and staying consistent, which wasn't where I wanted to be.

**Gauher:** Let me ask you this, because I did play the SEO game for a while probably about three years ago. I did build 30 websites and they started making about \$5,000 a month in AdSense revenue. It came to that point where I said to myself, "Why am I wasting my time doing

this for \$5,000 a month when I could do CPA marketing and get a couple of hundred grand a month?"

People are going to be wondering how did you get your butt out of bed every morning to sit there and build 40 websites? How do you have the discipline? How could you sit there not knowing what's going to happen?

Obviously with PPC you start a campaign and start seeing results almost immediately. With search engine optimization, what kept you going to wait those three months before you started seeing something?

**Jason K:** I was in a fortunate situation because I teach people to do that so I had to. It was a situation where, you're right, I was looking at it and it's hard to look long term.

Right now it's very easy to say, "Yeah, I can get it and see results right away with PPC." We all know it's not that easy, especially any more. You're right, there is the long term and the short term.

With Portal Feeder, Traffic Kahuna and everything, I'm a huge advocate – and I know you're the same way because I've been to your seminar – is don't teach theory. If you do, you're very clear about that. You say, "I've never tried this. I've heard of people doing this. I don't know if it works or not."

I don't like recycling garbage. If someone showed me something, I'm going to tell you straight up that this is from them and I haven't tried it. I need to be able to prove to people, "I'm going to teach you what works," so I'm always showing real life examples.

If you look at any of my training or any of my programs, I always use a real life example. On the score of 100%, every real life example I've done has always done very well income-wise.

I got into the habit where I had to be constantly building. As I was constantly building, I was making more and more money. That's one of the benefits of me teaching people. I've showed them all the shortcomings of exactly how to do it and totally get rid of all the time-wasting activities and just focus in.

It's really not that hard. With things like WordPress now, you can set up a site, Gauher, in minutes. You really can. People still talk about how you need all unique content. That's bull. You don't need all unique content. You need about 20% of your content initially to be unique.

I don't know if you still do it, but over at your webinar you talked about getting good SEO rankings on some of your PPC blogs that were all duplicate content.

**Gauher:** Yeah. It was because of Google's Adwords silly quality score rules. In retrospect, JK, what they were forcing me to do was become a better SEO marketer. What I was doing was creating these websites that were SEO-friendly. Whatever I was doing to please Adwords was completely exciting Yahoo and MSN organic results. All this time I'm getting this free traffic.

**Jason K:** One thing I see and you hit upon is you're spending all this time doing that. I don't recommend that people go out there and start building. There has to be a process to it. You want to identify the markets, get in there, and you build and you watch. It's no different than PPC.

The nice thing with SEO is when you build it, you've got proven traffic. Once you get traffic that's constantly coming, you can sell the site. I guess you can do that with PPC as well.

I recommend that you build a few sites. Test them out and get them going. Take the one that's the winner and get rid of the other ones. Focus to build that one out more, and then repeat the process. You definitely want to be building a lot. At the same time, instead of

building say a dog training site, a house insurance site, and a real estate site, focus in on one niche.

For example, say it's a guitar site that you have. Yeah, you can build multiple sites, but build them all related so that they're working together and you're totally dominating that whole market.

That's one of the problems people have. They'll build 50 different niches and they're overwhelmed because there's nothing related. You're trying to write content for all that stuff or outsource it. It's just a cluster. There has to be a structured approach to make it effective.

**Gauher:** That's interesting. Now let me ask you this. We all know – especially people on this call, since they're coming off my list about Google Adwords – about the recent banning of mass accounts across the board. I guess they're trying to weed out the affiliates and stuff like that.

As an evolution of an affiliate marketer, I don't think affiliate marketers now are going to be only PPC marketers or SEO marketers. It looks like it's going to be a mix of both. Do you think it's a good idea that as evolving marketers we start mixing them both now?

**Jason K:** Absolutely. The nice thing is the strategies that I'm going to show you in a moment here that me and JP talk about to you guys are completely free and hands off. You set them up initially and you just run for them.

The nice thing, too, is if you are doing PPC, you already know where to focus. You've already got your keyword research done. The words that are converting for PPC, chances are you're going to want to focus on those from the SEO perspective. Even in that I need to be careful about telling you to keyword focus too much, because that can get you into trouble. It's diversification 100%.

I don't know if you've closed the door on your PPV product, but I

signed up for that because I know I have to diversify. There are going to be different angles you're going to have to take.

Like you with your niche, my main focus will always be on the SEO side of things. Of course you want to expand and try to take advantage of other areas. Again, at the end of the day what's our goal? My goal isn't to get back links. I've said this before. Back links has never put a dime in my pocket. It's the traffic. Where are you getting the traffic from is what matters. That's what we're going to talk about in a bit, too.

A lot of people make the mistake where they sign up for a program that promises 100 back links. Okay, you get a back link on some guy's site that hasn't had Google visit it in months. You just wasted that effort. If Google doesn't know about the link and nobody ever visits that page to click on the link, then it's a useless link.

You've got to have a mindset of a goal. What's your goal? For me, my goal is always targeted traffic. I need to figure out how to get targeted traffic.

**Gauher:** Kind of on the lines of that, JK, I'll tell you what. I have a feeling that most people who are listening to this webinar and listening to the replay, I think their goal is to make a ton of money a month without killing themselves time-wise.

As I said earlier on, it seems that there's a lot of intensive stuff. Now you've indicated a couple of times while you were talking about automation and tools in getting a site up in half an hour.

I take it you and JP have sort of come to the conclusion that you have to automate some of these processes in order to start generating the targeted traffic and the money you guys are making these days. You don't do everything by hand or simply outsource everything. There are automated systems put in place, right?



**Jason P:** Can I jump in here for a second? There's a happy medium. JK and I have tried this as well.

Years ago we tried to go the 100% hands free automation route. You use some software, click a few buttons, you go get a sandwich for lunch, and bing, bing, bing your stuff's being syndicated and you get links. Yeah, that worked for a little bit. As we've said throughout this call so far, the search engines have evolved.

You can continue to play the game as if it were 2005, but just like in the PPC world if you want to play the game of 2005 you're going to be in a bit of trouble. Those same tactics don't work anymore, especially moving into 2010.

What we have found though is having a happy balance between using automation and also having an element of control, still having physical eyes and hands on the project controlling the work. You can do it yourself or you can outsource that.

I think people have this fallacy that there's this magical software available that you power up, spend the money, and every day as they're sipping their cup of coffee powering up the whiz bang automater and click, click – instantly traffic will fall from the sky to their website. That doesn't happen like it did years ago.

The same is true with outsourcing. If you've tried this you probably realize this and appreciate where I'm coming from. Outsourcing is sexy and everyone is talking about it. It seems like, "Hey, I'm too good to be getting my hands dirty. I'm going to outsource this. I'm going to pay somebody \$6 an hour or \$4 an hour, if not less, and let them do the work for me."

Anything you do has a hidden cost. If you're doing organic SEO traffic generation, it's free but there's a hidden cost. That is usually your or somebody else's time. If you're looking at outsourcing, you might

think it's the greatest thing ever and it's just the cost of them per hour doing the work.

There's a bigger cost. That's your time. We've found this and we're still finding this today that you cannot find people today for \$4-6 per hour who are super ninja skilled at all the things you want them to do.

Usually what happens is that it's like taking a baby and teaching them how to eat pablum, bottle feed, and everything else. You have to train them on how you want things done and the right way to do things.

If you blindly turn an eye and say, "Okay, I need you to build some links, write some articles, and submit them here," you're going to be in for a big surprise on what you get.

What you ask them to do and what they do at the end of the day has a huge disconnect there, unless you're paying somebody good money and they're well educated and that kind of thing, and they know what it's all about.

You really have to find a happy medium between 100% automation, and between totally outsourcing. I think it starts with you having an understanding of what it takes to start developing an SEO traffic strategy. As you wrap your brain and your hands around what has to be done, then you can say, "Okay, let's look at getting some automation in here."

Now that I understand even a little bit of what has to be done, that knowledge will allow you to go to an outsource worker or virtual assistant and say, "Okay, here's some training and here's some videos. Watch this. Here's some software. Here are some services we're using. Go through all this material, learn it, live it, love it, and then let's talk about developing a game plan together."

Once you do that, the results will be 10 times more successful than you thinking placing an ad on some website and getting an outsourced

worker for \$2 an hour is going to solve your traffic jam problem. I guarantee you it will not.

**Gauher:** It's interesting that you said that, JP. You mentioned it's not a matter of clicking a button, going in the kitchen to eat a salami sandwich, and then coming back to log into your CPA account and go, "Woohoo!"

That's the problem with all these launches, these cheap ClickBank products that talk about how to beat Google automatically. Is that all a pipe dream?

**Jason K:** It's a play on words. I mean it certainly is. Could I say that we do things automatically? Well, yeah, I guess we do because the software automatically does things. We purposely do things for long-term success.

Let me give you an example here. You asked at the beginning where would you get someone to start? If some Joe Blow came up to me, never did a stick of internet marketing before, and where can he start?

The beauty of today's internet is you don't even need to have a website. You can do something like Hub Pages. That's where I would tell people to start. With the SEO you need to get the craft of writing down pat. You've got to be able to pre-sell people.

The whole idea here is that it's never an issue for somebody to get started and use some kind of automated tool. The problem is, for example, if you're building a Hub Page or Squidoo page, go to Squidoo and I guarantee you'll know which ones are the spamming marketers.

They'll have in the profile for example, "This is my profile and I'm going to fill it out later." You go to their WordPress blog and it says, "Hello, welcome to WordPress. This is the About page that we're going to fill out later."

What does that do? I don't know about you, but when I go to someone's site and I'm looking for information and I see that it's a half-baked attempt at a site, that makes you kind of suspicious. The whole profile and whole user experience being that when they come to the site I want that person to relate to me.

Speaking of outsourcing, I remember I originally had this lady outsourced to build some sites for me. She built this Squidoo lens and it was in the hysterectomy market, and the profile picture she used was a guy with a beard.

I looked at that and she couldn't understand the disconnect and I'm like, "Okay, I'm a 40-year-old woman. I need to talk to someone who has experience in this industry and here's this pervert with a beard." It's that whole user experience. Too much automation is just blind shooting and you're not creating a long-term asset.

You look at Squidoo. They went through a clean house too. Look at the lenses they cleaned house on. It was the ones that you could tell were just thrown together as fast as possible to get a result. That was a wasted effort, in my opinion.

**Gauher:** I know, JP, you had a plan so why don't you outline some takeaways for people. Like I said, JK, you mentioned something already good. A guy like me who's already been involved in PPC, I've known for years what keywords have converted so that's a good place to start.

You also mentioned for newbies a good place to start, if you don't already have your website, is to go to Web 2.0 sites like Squidoo lenses or Hub Pages and start building good quality lenses.

Why don't you kind of take the people on the webinar through a system or steps of what they should do, how they should do it and what they should expect.

**Jason P.:** Definitely. Jason and I will kind of pass the baton back and forth here without making this into a two-hour call, which we tend to do when we have private calls for our members. You get kind of ramped up and excited, and obviously we're very passionate about this topic. You get going and going and before you know it, you look at the clock and you're like, "Oh my gosh. We've kind of killed an afternoon here."

**Jason K.:** Let me just cut you off real quick. Can you transfer this screen to me because I'm going to do a little bit of screen drawing when I have my chance?

**Jason P.:** Sure. Obviously, there's different ways to get the ball rolling. We're looking at developing SEO strategy, and I guess what you really want to do at this point is really to put in a little bit of effort and some money if you have to without just totally shipping things over from PPC to organic search.

We mentioned this earlier in the call, Gauher. I think it's foolish if anybody says to themselves, "I'm going to cancel all of my Google ads and forget paying for traffic and ship everything over to the free side." I think having a bit of a hybrid approach works best. That's something we advocate and we actually practice and preach.

In many of our businesses, the traffic is fueled by affiliates driving traffic to your site, which is a great way to get free traffic. We also have an SEO strategy where we do have sites and blogs that are ranked and that's bringing in free traffic.

We also do spend money on traffic as well but the bottom line is that if our affiliates decided to leave us – a few may leave here or there but it's impossible that you'd lose several hundred or several thousand affiliates, it's a pretty steady traffic stream – but if it did happen, we still have two other sources.

If Google decides for whatever reason to think our blogs are not worthy of top rankings, we've still got two other sources of traffic. If

you've already got things working with the PPC side or if you're doing PPV or whatever, it makes sense to have a Plan B. It's almost like traffic insurance, if you will.

You may get a ton of traffic through SEO initially, but at least you're putting effort into actually putting a seed in the ground, putting some water on it, and when the sunshine hits it, that traffic stream's going to grow and grow. Then at the end of the day you have a well-balanced traffic portfolio with PPV and PPC. If you're doing media buys and banner ads, and you've got some SEO stuff happening, it's all kind of cooking it for you at once.

The easy way to get started – I've talked about this obviously since 1999, and I'm still talking about it – article marketing is still an effective strategy. Mind you, you have to change your approach a little bit. You can't just take an article and blast it out to 500 directories and expect that article to do extremely well.

Obviously, the more unique your content is, it's going to give you an advantage in the search engines. Not to say you have to create a unique article for every single article directory, but you can simply go and get a few different variations done of the article either yourself or you can hire writers fairly inexpensively. Have them just create 4, 5, or 10 different versions of the article. You can kind of rotate those as you're submitting and syndicating those to various article directories.

It's a great way to get back links and referral traffic. It worked back when I started in 1999 and it still continues to work today. It's evolved a little bit, as I mentioned, but if you're looking at putting something together very quickly and inexpensively with the least amount of effort, you can't go wrong with getting involved in some article marketing.

Over to you, JK.

**Jason K.:** Cool. What I wanted to talk about first of all – I'm going to try to lay out a process that someone can follow right now, but basically the way I do it is you've got your center goal. Let's call that your site that you're promoting, whether it be an affiliate page or a commercial page. Then I have layers of promotion.

The whole idea of this is like I talked about before. If you're link building and that's all your focus is, what's going to happen is you're not going to be able to take advantage of all of the links. You want to focus it from the traffic perspective. Yeah, you're right, people want the end result as financial. To say that my root goal is traffic, no, it's not because I can get all the traffic in the world and if I'm not converting, it's useless.

There are goals and then there are tasks. To me, link building is a task to get to the goal of traffic, which is to get to more money. You're going to have these different sites in each level.

For example, I might have YouTube, EzineArticles, FeedBite, and just different sites. They all link directly to my site. That's your Level 1, but then what's going to happen is each of these sites – for example, the article directory creates a profile which has an RSS feed, which then allows you to publish those RSS feeds on different sites.

There's RSS publication services like Feedage and I mentioned FeedBite already and FriendFeed. What you can do is you can create accounts to those sites that are then back linking to your EzineArticles profile, which is then linking directly to your site.

What you're doing is providing more authority to these sites and it's all done automatically because it's already set up. The initial work's up front where you've created your EzineArticles account. It has the RSS feed. Then you create your FeedBite account, add the RSS feed to that, and you're done.

The next time you publish an article to it, it's going to be published.

The pingers are going to come back because you can add it to FeedBurner, and FeedBurner ping shots do a check every half an hour if there's been new content, and if there is, it pings it. Everything's working in a cycle and that's the idea.

Now you've got this FeedBite page and that too has an RSS feed, so you've got sites here that are feeding that. It's really just a funnel system where you have your end goal where you're down here and you're trying to figure out as many ways as possible to grow and grow and get more and more options that are end result focusing down here.

Michael Campbell, about eight years ago, came out with at the time a revolutionary book, *Revenge of the Mini-Net*. The way I look at it now, it's just a evolved mini-net. Your end result you're trying to do is cast as big of a net that you can out there and you just try to focus everything to your end result.

Back then in Michael Campbell's day, what he used to allow you to do was he would have everything interlinking. You don't want to do that anymore because what happens is Google's always on the outlook for how can they expose people that are spamming.

I've often said that this website over here that links to this site also links to this site that links to that site and everything's interlinked; they're going to be, "That doesn't look right."

On the other hand too, don't worry, Google isn't staring at every single affiliate marketer out there and identifying everyone's market, but sometimes you get a human that comes and reviews your site. He looks at it and you don't want them to have an excuse to shut you down.

It's like PPC. We don't own Google. They can do whatever they want. You just have to play by the rules. What you want to do is promote



your promotions. Always look at it that way. If you have a link, how can you get more traffic to that link that then promotes you?

The way I look at it is that work's already done. It's kind of like, what's easier? Take a brand new website and try to get it indexed and ranking on Google, or take the web page that's already in Google and boost it up higher in the rankings. It's the one that's already in there, because Google already likes that page. They're telling you. Now link build to them and boost them up.

That's the idea here. You put all of this effort in getting this site here into Google, which is promoting this site. Now promote it to get even more. You want to get multiple rankings. If someone types in the term, *Pay Per Click Formula*, why just have one result? Why not have the top five? If you do this right, that's how you can do it.

Look at this way. If you had a great term, Gauher, wouldn't you love to be able to have all eight AdWords on that page?

**Gauher:** I'm already thinking that in my mind, because after years of doing pay per click – like you said, Jason, if you know what words are converting for you, why wouldn't you build a whole empire around that?

**Jason K.:** Exactly. 100%. That actually is something I recommend people do too. You have a website, especially aged domains. Aged domains are always a good way to start out. If you're just starting out and you really want to start with your own domain, I'd try to find an aged domain. Go to SitePoint or Digital Point or even go to GoDaddy and look at their \$5.00 domain auctions.

Try to find a domain that is already established in Google, because when you add content to it, there's going to be a trust factor already there.

It's kind of funny because it's one of those weird things where it makes sense to do it, but on the other hand it's such an easy way to

game the system.

Let's say for example you have a website that you created, and you said you're starting to get SEO traffic. What people always want to do is they want to find a new keyword. They want to reinvent the wheel every time.

What I recommend people do – and I'll use an example of a brand new site. Let's say I built a brand new site today, put it up, and did some promotion. My strategy is I try to let it age a little bit before I really get aggressive with it. Let's say I do a lot of link building for it. A month later, what the majority of the people seem to do is they go back to their keyword tool and try to find the next best keyword.

The way I look at it is, why don't you let the results tell you what keyword to look at? It doesn't matter what tracking service you use. Obviously, you're going to want something better than AWStats if you can. Even if you're using AWStats, they're going to tell you what keywords are coming to your site and what links are sending traffic to your site.

What I'll do then is I'll look for at the previous month and I'll look at all the keywords that sent any traffic. I'll then go to Google and see where I'm ranking. Let's say, for example, I find a keyword that sent me 20 visitors last month. Big deal, 20 visitors, what's that?

But if I see that it's on page 4 in Google and it's sending me 20 visitors, wow, I'm going to want to link to that site and start boosting it up and getting it to page 1, because I can guarantee you, if it's sending me 20 visitors on even page 3, if I get that into the top 5 position it's going to send me 100 visitors a day at least.

**Gauher:** That's an excellent point by the way, JK.

**Jason K.:** Don't reinvent the wheel. Look at what's already working. The cool thing too is if you know it's already working, then you can tweak your site for it a little bit too.

**Jason P.:** Can I back up one step? You're talking pretty fast. I know you know a lot about this stuff, but I want to just highlight one point that people might have missed, and that is that when we talk about promoting your promotions. One of the buzzwords I use is about piggy backing off of other high page rank, high authority websites.

What we're talking about is that you can go and submit your articles to [www.EzineArticles.com](http://www.EzineArticles.com), which is a great authority site. You can go create a Hub Page. You can go create a Squidoo lens with your great Web 2.0 properties. Again, adored by Google. They get high search engine rankings.

What we're talking about is that rather than have you develop 20 sites that are brand new and say, "Hey Google, these sites are exciting. Please share our enthusiasm for these web pages," which they won't, why not piggy back off of the strength of other sites?

Most people make the mistake of doing this. They submit an article with EzineArticles. They create a Squidoo lens, a Hub Page, and they step back and say, "We're done, this is great. We've done some traffic gen." Nothing really happens, especially in more competitive markets.

What we're saying is to go the extra mile, to really put the turbo blasters on and get much better results with those pages. What you want to do is that when you have an article that you've submitted to Ezine Articles and now that's actually on a physical web page on the Ezine articles domain name, then you develop links to that site.

You can go submit comments to blog posts. If you have other blogs, you can obviously link from other blogs to that page on Ezine Articles. You're giving some link juice to that EzineArticles page. Guess what

happens when you do that? It's going to give that page a better chance to rise up on the search engines.

People say, "Why the heck would I want to promote Ezine Articles? That's not my website. I don't want to help this guy out and have him make more money."

That's kind of the scarcity mindset that we had years ago, but now if I can have my page get possibly top three rankings on Google because it's on somebody's website but it's still my article, it's still my links, it's still somebody reading my content and hopefully clicking through to my web page or to my CPA offer to make money, what do I care where that web page resides?

As long as a person is seeing my message and I'm getting that referral traffic, that's the ultimate goal. It doesn't matter if they see my article on Squidoo, on a hub page, or on Ezine Articles, and that's what we talk about when we say promote your promotions. It's just going the extra mile to give those authority sites a little bit extra link juice.

That catches the attention of Google and that's going to really springboard that page to the top of the search engines, especially if you pick your keywords right and don't focus on keywords like car insurance or weight loss, which is there's no chance you're going to get top rankings.

**Gauher:** Let me ask you something, JP. JK, feel free to jump in, if you know the answer to this. From a pay per click perspective, if I've had trademark keywords making me tens of thousands of dollars a year, can you still use those trademark keywords in natural SEO?

Let's be honest here, JK. You know and I know that trademark keywords convert very nicely.

**Jason K.:** Don't optimize for it. Basically, the way I look at if it's a trademark – unless it's a review of something – I would not make it purposely intentional.

**Jason P.:** Here's a perfect example. We know somebody, all of us. I won't name names. He had this idea years ago to go and create a bunch of websites that were all misspellings of Microsoft products; Word, Excel, that kind of thing. He would be doing all kinds of traffic gen, organic and some paid stuff.

He got a call one day or probably served some papers in the mail. There was a sizeable lawsuit on his shoulders as a result of doing that, because somebody up at the big white tower didn't like that he was utilizing trademark key phrases, keywords or misspellings of those trademark names to game the system and get traffic that should be going to Microsoft.

**Gauher:** Did he end up losing that lawsuit?

**Jason P.:** I don't know what happened. I know that he did get charged. I don't think he got charged the full amount. There probably was a plea bargain or something. You just roll over in the fetal position, they give you a few kicks, and you walk away paying less money.

He did have to pony up some cash for that, and I think that's a valuable lesson we can all learn from.

**Jason K.:** Trademarks, definitely with domain names, stay away from. Bottom line, I wouldn't do that anyway. You want to personalize your domain whenever possible.

If you're writing a blog post, just like a news report, if you want to create content that's reporting on your opinions of the company and there's some that are being monetized, then yeah.

The whole difference is with PPC. Disclaimer time, I'm not a lawyer. Don't do this and say Jason told you so. Let's say PPC Formula was a trademark term and I was writing, "Hey, I purchased PPC Formula." There's nothing wrong with that, just giving a review. "I hear these things about it." You've got to make sure though that you're doing it from a reporter's perspective.

**Gauher:** Let me ask you this, JK. This is just an example. I don't recommend all 100 people on the call go out and run off and do this, but let's say for three years I've been bidding on the keyword *Blockbuster*. Every month that generates me \$10,000 in CPA revenue fees for the Blockbuster program itself because I get paid, let's say, \$30 a lead.

You know all this information, yet you know at the same time trademarks can be a sticky thing to get into. Would you do any organic stuff with that? Would you create review sites, but yet at the same time leave the word Blockbuster out of the domain name? Would you still tackle that market? Let me ask you that.

**Jason K.:** The way I would do my keyword research is I would go to forums and stuff and see what people are complaining about with Blockbuster, and I would focus more on the complaint side of things than the actual keyword Blockbuster. I'd look at the discussion.

That's a big difference between PPC and SEO, too, is you want to find the discussion more than the keyword. Yeah, the keyword's great.

One of the things I recommend people do if they're trying to get a specific page to rank well is you just focus on that keyword for all linking until you're on page one and then do variations.

Right now if I knew *Blockbuster* was a killer term, I would not go out there and build Blockbuster Squidoo lens, Blockbuster this, Blockbuster that.

I would find the hot topics that are getting lots of threads, lots of

comments in these blogs or forums that people are talking about, and what keywords do they relate to that I can write content for and get involved in these discussions? Does that make sense?

**Gauher:** Yeah, that does make sense. That kind of protects you.

**Jason P.:** Gauher, where I see people get in trouble – it hasn't happened to me personally, but I've read stories and heard through friends and colleagues and so forth – is when people try to optimize their sites or blogs or even a post about Blockbuster, then you run a Netflix banner on your site, it's just asking for trouble.

That happens on the paid traffic and I think on the organic site. I've seen examples where it's like, "Look dummy, take that ad down. We're not driving Hertz traffic to an Avis banner or Blockbuster traffic to a Netflix banner." It just takes common sense, right?

**Gauher:** But it works so well, Jason.

**Jason K.:** I'll be honest, when PediPaws clippers came out a year ago, I jumped on that. I was doing really well. I was stupid and didn't pay attention very well. I was doing good with PPC, but I also started kicking severe butt from an SEO perspective, not even focusing on the term.

They shut me down. When you start getting to trademark terms and everything, I was trying to sell different products all focusing on monetizing off the PediPaws kind of things. I got shut down in a heartbeat.

**Jason P.:** I remember that.

**Jason K.:** It was the PPC I couldn't do. That's what it was, but I was kicking butt in the SEO side of things, but then the PPC, they totally hammered me. They were like, "No, you can't bid on this." I wondered why I was kicking butt so much in PPC. Well, because nobody was bidding on those terms.

What I want to get into is I want to give people something they can take to people. I'm going to do a whole newbie. You haven't set up any Google Analytics yet. You've just had this site up for a couple of months. You're really trying to get things going. You don't know what to do.

Go into your hosting account stats and try to find a keyword that has sent you even one or two clicks and go to Google and try to see where you're ranked. Go to all three search engines, preferably Google. I always like to focus on Google. Find a keyword that is not on page 1 that has sent you some traffic.

Then what you're going to do is that's going to be your target keyword that you want to make sure you focus on that. What I recommend is you focus on that. You've got two goals. I either do it in four weeks or page one/top 5.

You've got your website here in the middle and then you've got these different terms. You've got Pay Per Click Formula, pay per click advertising and how to make money with AdWords. You're just starting the site out and you're mixing up all your links.

What happens is that Google comes and links are so influential that you can have no keywords on your site for that term, but if you have enough back links with that term, the keyword anchor text is actually that keyword you will rank for that term because links are votes.

If you're voting for some specific term, you're going to start ranking for that. Google's going to look at this page and say, "There's 20 links each. It's kind of okay for all three terms. We're not going to give it a lot of weight for any one term." What you want to do is you want to pick the best term and just focus all links on that.

People are going to say, "I heard you have to have diversity in your links. You have to have different text in there." Yeah, you do, but



you're going to by nature anyway because a lot of sites that you submit to don't allow you to put a keyword in. You have to do just the anchor text, but also you have other links to your site.

It's not like Google has a radar where, "Oh, my goodness. It's been four days and this guy, every one of his links is the same keyword, turf him." No, there has to be a process to it. Yeah, if after a year you've only got one keyword pointing to your site and it's just pointing to the index page, that's going to put up a flag.

You want to have a goal here. Your one focus is to rank well for this one term. You've picked your term and that's great. You need to map all this strategy. One thing that I think you could do that they make a mistake too is they just kind of wing it. They just sit there and say, "I'm going to do this, this, and this."

Just grab a piece of paper. I have a huge dry erase board behind me, and every time I do a new site, I map it out because I never want the pattern to be the exact same. Say for example, that this was my site and let's say this is dog training. Then what I might do is I might build sites around it like this. I've got my Squidoo lens. I'm going to get into the exact action plan that you can take. I'm going to build my site.

I'm going to submit to a Squidoo lens, submit to Hub Page, article directories, bookmark accounts, and video accounts or podcast directories.

Then my next step is, "How do I promote those promotions?" I'm going to continue this level out. Now I might be doing some bookmarking here, submitting to RSS directories, and even some article directories that boost this site, but one thing I don't recommend you do is don't cross link.

For example, you've got this network of sites here where you're all interlinked. Don't now cross link and start promoting over here. Keep everything into its own little network because you want to really help

everything rank as much as possible. In a general big picture view, I wanted to explain that to people that want to take this to a different level.

**Gauher:** It's interesting, JK, because you and JP are the first guys to talk about promotions for your promotions.

**Jason K.:** Actually, I have to back up a step here too because when Jay said look in your AWStats and find out who's linking to you – and that's another thing. If all of a sudden you get this random link that's shown to you – "What site is this?" – it could be a blog post that just mentions you.

Why not start promoting? At a minimum, bookmark them. Personally what I would do, say for example if you on your blog talked about John Kao, well hey, I'd do tons of promotion because I want that article of yours to be ranked as high as possible and get as much traffic as possible.

**Gauher:** Let's back up, JK. You're losing some people. What do you mean you would bookmark me? On your browser, you would bookmark me?

**Jason K.:** Oh sorry, a simple thing such as OnlyWire. Hopefully most people know what bookmarking is, but if you don't, there's online bookmarking accounts which is the same as in your browser except they're online services that allow you to save your favorite websites. It's sort of like Digg.

The whole idea behind it was so that someone didn't have to worry about having their bookmarks on their computer. If they went to a different computer, their bookmarks followed them.

What ended up happening is Google looked at these sites and initially when they came out they loved them because these were actual people voting for pages saying, "Look, I bookmarked this site. It must be good." Google's looking at this saying, "I want to follow that link."

These websites make your profile pages public. What I mean is if I go there and I start bookmarking sites, I now have a public page that you could go visit without logging in that's going to link to all those pages. It's a very simple way to get some link juice to it.

For example, there's Delicious, Technorati – there are so many different services. To me, Only Wire is just very easy to use.

**Jason P.:** I guess one of the things that Jason's stressing here is as we mentioned earlier in the call, back in 2005 you could get links from article directories or from podcast directories and that pretty much took care of your link building.

Today you have to be a little more diversified and get some RSS feeds linking back, use the social bookmarking sites like OnlyWire, and also use your article submissions to have a much more diversified-looking strategy, which really gives you better results in the search engines, instead of just focusing on one thing.

It's like a one-legged stool. If you have one leg, which is only so many articles, you're going to fall over pretty quick versus having a variety of different natural links coming to your site from various sources.

**Jason K.:** The cool thing too is one of the mistakes exactly that Jason talks about is you've got this little button here. It's an OnlyWire plug-in. OnlyWire is a free service that you submit your content to them and then they blast it out to all these different bookmarking services. What they blast out is the link, a title for the link, a small little description, and a few keyword tags.

All of these services are very popular and Google seems to love them all. It's no different than article syndication or anything. It's just one system sharing with all these different services.

Say I create an account at Delicious. A big mistake that people make is they'll only bookmark their own stuff. A lot of times, they'll only

bookmark their own domains. That would be like me going to my Delicious account and the only links you see on that account are all [www.JohnCow.com](http://www.JohnCow.com).

What's going to end up happening is chances are it's either going to have no authority because people are going to go there and, "Oh wow, this is obvious," or they'll just shut it down, because a lot of these bookmarking sites do shut it down. They don't like you just promoting your own site.

By following this strategy where you go into your statistics, you go to the site and you say, "They're promoting my page," just click on this link. You've already got the account set up. Bookmark the account and you're doing two good things.

Number one, you're promoting that site, but you're also making your bookmarking account more legit because you're showing people, "Look, I'm adding different services here." The added benefit is it's actually promoting your promotions. I don't know if that made sense or not.

**Gauher:** It does.

**Jason K.:** Okay, good. OnlyWire's a great service. I'm just having a complete brain freeze right here. There's another one very similar to OnlyWire. Ping.fm. There's also HootSuite. There's all these different services where they're services that work with them so, for example let's say you have a Twitter account.

Twitter was one of the first kind of discoveries of promoting your promotions. Here's a simple example of what I used to do. If I wrote a new blog post, before there was the automated tools I would just go into Twitter. I would say, "Hey, I wrote a new blog post." I put the link and then I would go to Ping.fm. That's a pinging service which then I would just tell Ping.fm to go ping my Twitter accounts.

What's happened is I'm telling all of the search engines, "Look, here I updated my Twitter account," which then automatically sends everything to a new post.

The cool thing is nowadays is it's all automated. You don't even have to worry about that. Sites like OnlyWire will automatically do that for you.

I don't want to go too much all over the place. Starting right now, get your pens and paper ready. I'm going to show you a few things that are so easy.

Number 1, the mistake people don't do is they look at RSS feeds and they don't really understand how to take advantage of them. There are so many services out there.

I'm going to show you guys a site. This is one of my sites that I built for testing purposes. For example, you've got [www.LearnGuitar.com](http://www.LearnGuitar.com). What I did is if you look down here, this is a cool little service. It's completely free for everyone to do. You'll notice down at the bottom here it says, "Listen to Posts."

I click on here. It's going to be a page called <http://podcasts.odiogo.com/how-do-i-play-guitar/podcasts-html.php> First of all, Odiogo, which I don't even know if I'm saying that right. Gauher, you'll have these links for everyone, right?

**Gauher:** Yeah. This is going to be transcribed and this replay will be put up in about 48 hours.

**Jason K.:** Okay, good. So Odiogo is a really cool service. It's completely free. You log in. You enter your RSS feeds for example we will go back to John Kao. I think most people know what a RSS feed is, but if you don't, especially with browsers how they are today, you see this little blue button here? You just click on that and that will bring you to your RSS feed.

Here is my RSS feed. They don't always look like that. I'm using a feed burner service. Anyway, this is your RSS feed. The cool thing with this service is when you sign up all you have to do is you enter in your keyword term and your RSS feed.

Then what it creates for you is a page like this that is completely optimized for the search engines. It's got an H1 tag, and it's optimized right to that page. It gives you a back link to your site, but it takes every one of your posts and makes an audio version.

Now the audio version isn't 100% the absolute best, but it's actually not that bad. The idea is most people won't even listen to it probably anyway. You don't do anything, you just add your RSS feed.

Here's the other cool thing. Right now just doing that by itself you've got this page. Chances are a lot of people would start and say, "Well, cool, I've got a back up."

Well, does Google know about this page? Probably not. So then what I do after that is I go to [www.FeedBurner.com](http://www.FeedBurner.com) and once I go through this once it'll make a lot more sense to everyone how you can just repeat this process over and over again.

**Gauher:** And this gets you free traffic, eh JK?

**Jason K.:** Yes, sir. Yeah. So then you go to FeedBurner, and as you can see I've got quite a few. I've given everyone a lot of stuff.

**Gauher:** I think Samsung is pretty hot this year, guys.

**Jason K.:** Yeah. What happens is this page, if you notice down here, it gives you an RSS feed. You're going to want to create multiple FeedBurner accounts, because you don't want everything under one, but everything here is shared within my membership site.

So you go here and you've got this RSS feed that it creates of your Odiogo. Now what you've got, if you look down here it links to my website, but it also has a link to the MP3 that it just created for me.

You go here and you simply go to FeedBurner, and once you log in you just add your feed. It will create a new page for you based off what you see, "How do I play guitar?" It's all optimized. Click Next.

Then I just click Skip directly to Feed Management. Then I go to Publicize. I know I'm going quick here, but FeedBurner is pretty easy. Wow, we're already over an hour too. Then you'll see here Ping Shot and Activate.

Now what's going to happen is Google itself is going to come back to that page every 30 minutes and look to see if it's updated. Once I add a new post to my blog, the Odiogo site's going to re-index my page. It's going to add the new page. It's going to update this RSS feed.

FeedBurner's going to come to my page. It's going to see first of all that this has been updated. It's going to re-ping all of those services, meaning it's going to send all of the search engines back to your site, constantly looking for the fresh content.

You've got your main site, which is your RSS feed. Then what you do is you've got a direct link, which is going from that podcasting service. Then what you do is you've got FeedBurner, which is promoting the podcasting system, plus your own site.

You've got just basically like a little mini-net there, where constantly, every time you update your site, it's sending a message out and it's getting you different backings from authority sites.

Overall, does that process make sense to you, Gauher?

**Gauher:** Yeah, it does. And to be honest with you, you're the first SEO guy who's ever showed this to me. I had seen and I'd only ever done the

single promotion to the money page, but now I'm seeing a promo of a promo to the money page, and I'm seeing how you're saying, "Don't interlink. Kind of keep them apart to keep it look more natural."

**Jason K.:** Exactly.

**Gauher:** That's essentially what you're saying?

**Jason K.:** Yeah. By chance there might be some interlinking by accident, but don't do anything on purpose, absolutely. Another example, this is our service. This is something that we own, because it's something that we love to use and it's extremely powerful and gets good ranking.

What this service does is it takes your RSS feed and it creates a static HTML page with an RSS feed. I'll just use anybody's example here. So we go here and we click on that. As you can see, it's created a static HTML page that has links and you can have videos or anything.

You can see gather articles that will help you earn cash. You can see it's all direct links to look back. Here's another step. I've got my RSS feed from my site. I also have my RSS feed for the podcast directories.

Now I'm going to create a new website or a new page on Feed Bit that is going to take that RSS feed (this is similar to Friend Feed) and it's going to create static HTML pages for it.

You'll see here it's got an RSS feed version. You can add multiple RSS feeds. Say you might have your home pages, Squidoo, and Digg accounts going here too. What you do is you take this RSS feed, you put it into Feed Burner and you have it set to ping it. You're constantly having that cycle repeated again.

Now, instead of being where we've got the site, podcast directories, and then the pinging, now we also have FeedBurner over here, which is directly linking. It does in a way link to this site too, which is promoting that site.



You do have to be careful. You don't want you network to get too big, but the idea here is you're still creating. Oh, and then you've got a new FeedBurner account that's promoting that site. The nice thing is, once it's set up once, you don't have to do anything. You just keep getting more back links. You've got your site, you added a new post to it, hey, this is all taken care of for you automatically.

Another thing, if you don't even own your own website – that's the other thing; I see so many people doing this and I think it's foolish – I'll use any site. I'll use one on [www.EzineArticles.com](http://www.EzineArticles.com).

**Gauher:** Well, what we'll do JK is we'll wrap it up, because we've got a lot of questions from a lot of the people after this.

**Jason K.:** Okay. Let me just show you this real quick. I'm just going to take anybody here. You've got an EzineArticles account or ArticleFeeder. I'm going to show you that real quick. Okay. Here's this guy's account, Articles by Joe Fleming. There you go, an RSS Feed.

You click on that RSS feed and you add this to FeedBurner. Add this to Feed Bite. Add this to your different services so that any time you add a new article, don't rely on the search engine bots to find it on EzineArticles.

EzineArticles gets so many, why not give a boost and tell people right away, "Look, here's my site. I'm getting back links to it." The one thing I always try and do is always figure out how you can make things automatic, where things can work in together.

For example, actually I don't have time to show you. I didn't realize we're already at an hour and a half. I'll leave that for the next time.

**Gauher:** I'm going to flip back to my screen now, Jason.

**Jason K.:** Sure. Hope I didn't confuse people more than help them.

**Gauher:** Well, I'm going to be watching the replay a few more times. Let me just go back to here. Let's take some quick questions from the audience. Some guy had said this looks like RSS spam. Does it end up being RSS spam, or are you guys still able to look natural?

**Jason K.:** Well, I guess when you look at it, what is RSS spam? Because what you're doing is you're using this service. I've got this service right here, Odiogo. Here's my site. I've got a perfectly solid site.

What you have to be careful about, and he brings up a good point, for example, with this Podcast service, what someone could do is, for example, I've got a site here where it's just a conglomeration of a whole bunch of stuff. Then they take this RSS feed and they add to the podcast search. To me, that's kind of spammy because you're not offering any value. For me, I'm offering value, because these are full blog posts that I have that are focused with real content.

What I'm doing is I'm adding this to FeedBurner. So, yeah, if you're not careful, that's where you get into trouble with the interlinking too. That's why it's there is to try to stay focused.

**Gauher:** Stay clean on the mini-nets.

**Jason K.:** Exactly, yeah. I think that's a valid question, but you've got to be careful, because there is a difference. I'm following the rules exactly. I'm not doing anything that's not following the rules.

**Jason P.:** Well, there's one core point. It applies to anything. I mean, article marketing, video marketing, if you're submitting RSS feeds, and if you're just putting junk out there you're going to a) piss people off, b) probably get yourself deleted or get your account banned or both, and c) at the end of the day you're getting a little bit of an advantage.

Eventually you're going to get caught or someone's going to flag your stuff as being spam and then it's all a house of cards. As we talked

about earlier in the call about just pushing stuff out there and not caring about the quality and just clicking a few buttons, grabbing a salami sandwich and coming back? Well, we're going full circle now.

We're talking about the exact same philosophy, which is really just focusing on putting good stuff out there, good valuable content, and people aren't going to complain if they read your article and it's actually well written and has some decent points in it. It doesn't matter how much you promote the article if it is good content.

**Gauher:** Given the user experience.

**Jason P.:** Yeah. That's exactly it.

**Jason K.:** Exactly. You look at this page right here. At least this has some content. This page will rank if the person optimized it for that keyword.

**Gauher:** Which page is that? Nobody can see that, Jason. What page is that?

**Jason K.:** Oh, I'm sorry. If you go to Feed Bite, for example, and just click on some of the different pages people have.

**Gauher:** Oh, you'll see it?

**Jason K.:** You can see who is using the system to offer content and others who are using it strictly as link building. The idea is think about when the user comes to the page. You can use a service from the perspective of just purely link building. There's some services that are actually very good for that.

For example, in reality, 80% of my bookmarking is simply link building. Not every single bookmark that I make is meant to be a link page. That's just impossible, but you've got to kind of decide. You can't dirty the waters.

**Gauher:** Well, I'm getting a number of questions, guys. One is, "Jason, do we have step-by-step instructions?" Somebody is asking, "Is there information available on a step-by-step tutorial?" Somebody is asking, "Is there a process map for instruction?"

Maybe at this point it might be a good idea, JP, to talk about Web Mayhem.

**Jason P.:** Oh, for sure. As I said at the beginning of the call, really we wanted to get everyone on the call some good core information they could use right away, a few quick take-away tips. Obviously, what Jason Katzenback shared with you is a much larger chunk of the puzzle, something you can't do within 10 minutes. It takes a little more time. That's what I wanted to talk about in the call too, is obviously SEO takes a bit of time.

You get spoiled in the world of PPC or PPV where you just put your credit card down and bingo, you're in the game as many as a few minutes afterwards the transaction goes through. It's that fast.

SEO takes a little bit more time, but once you get the initial ball rolling, as JK mentioned, later on in many cases you can not do a lot of work to kind of keep the ball rolling and keep momentum happening.

We talked a bit in the call about where Jason and I got started in terms of building organic traffic strategies and what happened to us, the road blocks we hit and that sort of thing.

When we both kind of start talking about article marketing and where it was going and everything else, we kind of had an epiphany at the same time, back in probably early 2005, late 2004, and that was it's difficult to go at it alone.

We built the 50-100 blog networks. We had them crash and burn. You're submitting articles like crazy. The ultimate goal of submitting an

article is to have that article get republished on other webmaster's and other blogger's blog. So it's kind of a one-two punch.

You submit these articles and you hope that when that happens, hopefully 50 other webmasters and bloggers republish the article, you get back links from those websites and blogs, and you get referral traffic and visitors from those websites and blogs.

The bottom line is it would be great to kind of shorten up the process and avoid the article directories and go right to the blogs and websites, because that's where the gold is. That's where the niche specific, highly targeted, highly optimized pages are, and that's where you want your content to reside, not on some article directory that has 80 categories and 30,000 articles.

They're not really optimizing for *dog training*, they optimizing for and literally tens of thousands of keyword terms. We know that in many cases Google will look at a big site like that and is not going to give them all the traffic for *dog training*, because again they're trying to be all things to all people. You want to go to those niche specific sites.

So what we started to do is do an experiment with our customers back in 2005. We said, "Hey, we've all got resources. We've all got hosting accounts. We've all got domain names we're not using. We can all set up blogs, so why not together form this sort of private network where everybody basically starts donating blogs to the network?"

All it means is simply that you allow us to take our members' content and syndicate that to your blogs. We have checks and balances. We have staff. We have editors. It's all done squeaky clean.

Well, fast forwarding a few years. What's happened now is we have 13,000 plus change blogs in this network. Many might say, "Okay, great. It's a crappy, spammy blog network."

It is not. I can assure you. We delete blogs daily in the system, blogs

that fall to Google, or if somebody doesn't maintain the blog, or blogs that just for whatever reason Google drops like a stone, because they wake up one day and say this isn't right anymore.

There's a lot of blogs in that network and that becomes a massive advantage, because rather than have you build the machine and you build the blog network, we're now collectively building a blog network that's squeaky clean and has a great, great quality score and also highly targeted niches and keywords.

If you have an article on dog training and you want some back links to your dog training blog or ezine, then it's unbelievable what can happen when you tap into this blog network. That's one of the things that we put in something called Web2Mayhem, which we actually launched a few days ago.

And really, if you understand our philosophy as it applies to getting traffic and automation and so forth, what we didn't want to do was to give you a bunch of automated tools, and it's almost like giving you a loaded gun without telling you how to use it.

You can either shoot your target or shoot yourself in the foot, or you can kill yourself quite honestly if you don't know how to use the tools properly.

One of the things we found, Jason and I, is that as we were buying products, right at the traffic generation and so forth, there was a big disconnect between having the software to actually get the job done versus having the big picture search engine optimization training about why are you doing this. What's the best way to get the most use out of that software?

You have all these how-to courses that are \$1,000+ and all these software packages that are \$67 to \$297, yet if you buy both of them, you have to understand how to make both talk to each other. "How do I use the software in the best way based on the strategies I'm

learning in this info course?"

We decided to put something together that's very different than what I've seen out there. That is combining software and services with all the nuts and bolts, blueprints and training, and people are asking on the call about action plans and process maps. It takes a lot of time to put stuff together. We've gone through and documented all the steps and pieces.

We tell you what to do, why to do it, and when you're doing Step A, what part of the software, and click on these three buttons and do this process. Next step, okay, now you understand what has to be done, now complete the process by opening up the software and clicking on this little icon.

We've taken all the strategies that we know that are time tested. They're battle tested, long-term strategies, not these get traffic quick type systems. We know they work. They'll continue to work.

They're not going to blow up two months from now. We're going to put all that together into a really tightly-packaged system that gives you some of the automation we talked about without being dangerous.

It gives you the core training, the blueprints, the process maps, all that stuff. Then really as the final 900-pound gorilla, we have this blog network now that we're opening up to Web2Mayhem members as well, so they can get the benefit of having literally hundreds of back links within a matter of days.

That can kind of trickle for months and months to come, which is very natural. In regards to the search engine, we're doing something that actually is what they want, which is good.

Content, good blogs, high quality blogs, and targeted content going to targeted blogs, and using strategies, as I said, that really work for the

long haul. There's nothing here that's going to get you banned or get you into trouble.

**Jason K.:** I just want to say something real quick here about that. Last summer I was in the top five affiliates for a very big product launch that happened and it was almost all SEO based, and that's how I did it. I just leveraged between my site, John Kao, which does very well, by using the 900 pound gorilla, Syndicate Kahuna.

Anyone can do this if you have a somewhat authority site. Just combine that with our tools. Gauher, you asked at the beginning, is this a product for people to make money? Well, I can name two right off the bat.

Well, three if you might say Chris Fox, but he's also making money from his own products now. That's Andrew Fox's brother, but he does not do any PPC.

He was fully our student doing everything from the SEO site. Gene Caparella and Rich Henderson are both making five figures monthly and they do zero PPC. It's all SEO and organic traffic, and it's all affiliate and network marketing, all using our tools.

**Gauher:** And this is what's so intriguing about this, JK, is that you know, because you do a little bit of PPC, AdWords has really gone crazy the last few weeks, especially with the FTC getting involved now. They've been mass banning accounts. Maybe it does make sense that you talk about creating a hybrid of traffic rather than putting all your eggs in one basket.

And thank God I didn't have all my eggs in one basket. With Google I'd already seen the writing on the wall and I'd already started dropping Google AdWords down as a traffic source.



I moved into such things as PPV and PPT, and now guys like you have now come on and put on a presentation and talked about promos and promos and FeedBurner and this.

To be honest with you guys, a lot of it still went over my head. Obviously I'm going to have to go over transcripts and stuff like that, but if I have an understanding here Web2Mayhem is basically kind of, I guess, the beginner's guide to natural SEO, where you provide the training, yet at the same time you show people how to use the tools to achieve some of the stuff that is a little bit time consuming, right?

**Jason K.:** Yeah. One of the frustrations we had is you buy a course or you buy software, and there's always something else you have to buy to complete the loop, if you will. You buy the course. Okay, well, you bought the course. Now you've got to buy the service and it's \$39 a month. Now you've got to buy the software for \$297. Oh, you've got to research keywords, yeah. Go and buy this keyword software for \$197. There's always other costs you have to accumulate after you buy the course.

We thought, "Well, we've got great programmers internally. We've got some great services. Let's just provide everything, all the software, all the services." So if you join, you don't have to go and buy X, Y and Z. Everything's there that you need without sending somebody off.

The training is also tightly integrated directly with the software and services, because we own the software and services and we give it to our members.

A funny story is that the blog network is not something we just sort of stumbled upon. After Jason and I got burned in some chats, it was kind of an evolution of our journey as search engine marketers, even the actual software we have in the Web2Mayhem.

Let me tell a quick story about Kalo and how this all came about based

upon our own needs and wanting to outsource some of the stuff that we're doing.

**Jason P.:** I have a guy that was my main guy for doing promotions. He ended up being a really good guy, one of my true success stories of outsourcing. I got him from Elance about three years ago.

The Web2Mayhem is actually strategy I implemented with my service Traffic Kahuna, but it was a very labor intensive manual service. I hired him and I was doing all the training and showing people exactly what I'm having done.

It was about a year and a half ago, I said, "You know, man, you're really quick at all of these."

He's like, "Oh, I built this software to do it for me."

I said, "What?"

He goes, "Yeah, I built this tool to automate everything for me."

I'm like, "Let me see your tool."

He showed me and I was floored. This tool, like the Web2Mayhem, the main tool, the reason it's here is because it was built from the guy that was doing the work on how to make it easier for him while still maintaining quality control.

We didn't build the tool and hope there was a market for it. We built the tool because we use it, and now we're just giving other people access to it.

People are saying, "Why share ideas?" Gauher, I heard you mention this too, that you've made more money by sharing and having people share things with you than you would have done by yourself.

The same holds true for SEO. Guys like I mentioned, those two guys, Gene Caparella and Rich Henderson for example, I've gotten more ideas from them in the last few months that have made me money, like they've paid me back like many times fold.

The whole idea is by having other people use these tools as well, we're also developing and growing. The idea is the tools were not built to find a need, they were built to fill a need that was already there.

They work extremely well. The one thing with the training – we talked about checklists – every single training element contains checklists, flowcharts, and videos. It's as easy and simple as possible, and we break it down.

That's one of the things I hate doing when I buy a new product. This is one of the reasons why a lot of times new books just sit on the shelf per se. They'll say, "Oh, read through it a couple times and then go back and start implementing." No.

I break up the training so that once you join, you start using the tools within that day, because I want you to start getting results right away, and you know as well as I do the best training is hands on.

You can sit there and read what to do all the time, but you're going to be confused. You need to get right in, get down and dirty and just start using. We've structured the training to be as easy as possible.

That's actually one of the cool testimonials we got on the site, where a lady said, "Even a personal mentoring program that cost me \$8,000 didn't provide the step-by-step guides that you did." That's the idea, is to make it as easy as possible for people to succeed and understand everything.

That's why we did the beta actually. When we opened up this program in September, yes, I had my Portal Feeder people and my Traffic Kahuna people that we were teaching, but they evolved with the

software. They learned with the software so they knew it, because they were with me from day one.

I wanted to know what's the best way to teach brand new people. So we opened the doors for 200 people, sold out almost instantly, and that's why they got in at that time, because I built the training with them, taking their feedback. Does this make sense? Is this easy?

This training is all built from the customer's feedback point of view, not me telling them how they're going to learn, from them telling me how they want to learn.

**Gauher:** Well, I just want to say, for people who are interested in getting into the SEO game, I highly suggest you go to [www.CoolCashEzine.com/web2mayhem](http://www.CoolCashEzine.com/web2mayhem). It did launch on Tuesday. I did mention it in the email that I had sent out yesterday for this particular webinar.

As a bonus for the people who actually purchase through my affiliate link, what I'm going to do is ship out for you, if you stick around for the first month of Web2Mayhem, the 12-DVD set of Pay Per Click Formula 2.0 Live seminar that I conducted out here in March.

Both Jason Potash and Jason Katzenback were at that sold out seminar. I'll ship out all the DVD's to you if you're in North America. If you're outside of North America, unfortunately, it becomes cost prohibitive shipping wise, but I will give you complete digital access.

All you have to do is send me your Web2Mayhem receipt to [Gauher@payperclickformula.com](mailto:Gauher@payperclickformula.com).

Just in closing, guys, I wanted to thank you guys for putting on this webinar. It's really opened my eyes as far as learning about how to use FeedBurner more effectively using bookmark sites and promotions of promotions.

Just as a credit to both you guys, I want everybody on the webinar to realize that Jason Potash literally lives about 45 minutes away from me. We've done lunch a numerous amount of times. And Jason Katzenback is also in the same province as me. He's been to my seminars and I've met him a few times.

These guys and myself, even though we might be I guess it's safe to say millionaires, we're still ordinary guys. We're all fathers. We all have kids. I hear Katzenback laughing in the back. I'm saying here that it doesn't take any special skill. It's just a matter of testing.

When you get guys like Katzenback and Potash, who are always pioneering new SEO stuff, then these are the guys you want to listen to. I think the reason why Katzenback is laughing is he's probably like a trillionaire or a multi-millionaire. He's laughing at me, because I've been buying off of him.

The point being is these guys are really down to earth, good guys that you're going to learn from. If you ask about them anywhere out on the internet, you check Jason Potash's reputation or Jason Katzenback's reputation, you're not going to hear anything wrong about these guys.

I'm excited about Web2Mayhem. I suggest that if you're interested in getting into natural SEO and getting free traffic, at least test it out for a month. See how it does, follow the training, and obviously after a few months if it's not for you, it's not working out, then they're not going to go into the fetal position and start crying and sucking their thumbs if you quit. Just give it an honest try.

Like they said, it involves work. There is long-term investment. It's the same philosophy I guess, Jason, as Warren Buffet, right? He buys to hold long-term, didn't see anything for years, and now look at him, he's the richest guy in the world, right?

**Jason P.:** And one final note is if someone's listening on the call saying, "Oh, my gosh, the last thing I want to do is learn like SEO strategies. I'd rather

just eat a stale sandwich or something,” you can outsource this stuff, just so you know. I mean, obviously, Jason outsourced this to the fellow he mentioned and then he developed the software.

But we developed the core curriculum and the software in such a way that it is very step-by-step. It is very newbie oriented, where we go through all the basics.

If you’re advanced or intermediate or even new on the internet, you can follow the steps, but for sure, if you do not want to touch this stuff, if you have a great assistant or somebody that you’re working with in a virtual capacity and they crush it for you, by all means, give them your login info and say, “Okay. You’re just going to learn this stuff cold in the next week and then report back to me and let’s talk about an action plan.”

You do not have to dive in and do this yourself. The tools are there. The training is there. The guidance is there. We also have a forum, if you have questions or need assistance. A lot of our five figure a month earners are hanging out in the forum. There’s enough support there that anybody on your team can tackle this project and make you look good and get you a bunch of free traffic by them learning this and not you.

I just wanted to clarify that. It doesn’t mean you have to be chained to a desk learning SEO for the next five months of your life. You can outsource this, but the bottom line is you have the training and the curriculum and the tutorials that you can pass off to your outsourcer, rather than have you do all the training and all the tutorials which will take you from now until Christmas 2011.

**Gauher:** Can we take just a few more questions and then we’ll call it a webinar.

**Jason K.:** Yeah.

**Jason P.:** Sure.

**Gauher:** Somebody's asking do you guys offer phone support? I doubt it. This is not a coaching club.

**Jason K.:** No. With how low the price is of Web2Mayhem, unfortunately we can't offer any kind of phone support. But as I said, and I'm not just talking as a marketer here, you put a question the forum, you'll see how fast you get answers from people.

There's a really good spirit of cooperation and competition in the forum. Everyone's always helping each other out. Jason and I are also hanging out in the forum as well, so we're always jumping in.

**Jason P.:** We don't pay someone to talk in the forum under our names. We actually go in the forums and I'm in there every day. Jason's in there every day and we're going to help you. And our support is quick.

**Gauher:** How long is Web2Mayhem open for? Is this not evergreen, this is going to shut down, right?

**Jason P.:** Well, we're not sure yet.

**Gauher:** Okay.

**Jason K.:** Yeah, we have a few reservations about making it too large, because obviously the more people we have, the more content we have in the system. You know, too many hands in the cookie jar, but there's a couple of things that will be gone soon.

We have a couple of early bird bonuses, which are on the web page that Gauher gave you. Those will be limited quantities. Great bonuses. They'll really help you to get more value and better results out of Web2Mayhem.

Will we shut the doors? I'm not going to lie to people and say, "Yes, we're shutting the doors soon." Could be. It all depends on how things

go and if we feel that there's too many cooks in the kitchen, so to speak, we'll have to look at closing the doors if we're getting too much content or just too many people using certain tools and that sort of thing.

**Gauher:** Okay. What about this one last question. Would this package assist in the promotion of smaller B to B type sites?

**Jason K.:** It works absolutely on any type of site whatsoever. I have a guy, his name is Matthew, doing very well. He's just actually loving it. He's promoting his father's little personal company site in Australia. It doesn't matter if you're doing a forum, a corporate site, or a little niche specific site. They're all the same in Google's eyes.

Again, I just want to remind you, we're teaching. We talked about SEO here. Well, it's not just SEO. I mean, yeah, Google is a big part of it. It's traffic creation.

The nice thing is if you listen to Gauher, you probably already know how to optimize and test and split test. Those kinds of things are very relevant in SEO, but we don't really teach that. We just show you how to get the traffic. The idea is we don't want you to just get traffic from Google.

We want you to get traffic from all these different services, because Google isn't 100% of the internet. There's all these other sources out there. I mean Squidoo by itself (we've all heard of Squidoo), the internal traffic that site has by itself with a well-placed Squidoo run is very, very well.

That's the idea. It's getting traffic to your site and finding the right targeted traffic for your site. It doesn't matter what type of site.

**Gauher:** Great. Well, I want to thank you both for giving me your time. I want to thank everybody who gave me their time this afternoon to come on



this webinar to learn a little bit more about free traffic generation strategies.

This has been the fourth in a series of free traffic seminars that I'm putting on. I'm hoping to get maybe about four or five other experts early in the new year so that we can all benefit and learn from each other, just as JK said on the call, that he's learned so much from his own customers, so that we can all bump heads and share whatever information we have so that we can increase our leads, our traffic, our sales, and all of us can kind of achieve the online lives that we're all striving for.

Jason Katzenback and Jason Potash, thank you so much for the information that you gave today. I appreciate it.

Thanks for being on the call. See you on the next webinar.