

# Effortless Traffic Formula



# Effortless Traffic Formula

*By Luther Landro*

## Earnings & Income Disclaimer

EARNINGS AND INCOME DISCLAIMER FOR  
WHITE WAVE MEDIA LLC

ANY EARNINGS OR INCOME STATEMENTS, OR EARNINGS OR INCOME EXAMPLES, ARE ONLY ESTIMATES OF WHAT WE THINK YOU COULD EARN. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES, YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

WHERE SPECIFIC INCOME FIGURES ARE USED, AND ATTRIBUTED TO AN INDIVIDUAL OR BUSINESS, THOSE PERSONS OR BUSINESSES HAVE EARNED THAT AMOUNT. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

ANY AND ALL CLAIMS OR REPRESENTATIONS, AS TO INCOME EARNINGS ON WHITE WAVE MEDIA LLC, ARE NOT TO BE CONSIDERED AS AVERAGE EARNINGS.

THERE CAN BE NO ASSURANCE THAT ANY PRIOR SUCCESSES, OR PAST RESULTS, AS TO INCOME EARNINGS, CAN BE USED AS AN INDICATION OF YOUR FUTURE SUCCESS OR RESULTS.

MONETARY AND INCOME RESULTS ARE BASED ON MANY FACTORS. WE HAVE NO WAY OF KNOWING HOW WELL YOU WILL DO, AS WE DO NOT KNOW YOU, YOUR BACKGROUND, YOUR WORK ETHIC, OR YOUR BUSINESS SKILLS OR PRACTICES. THEREFORE, WE DO NOT GUARANTEE OR IMPLY THAT YOU WILL GET RICH, THAT YOU WILL DO AS WELL, OR MAKE ANY MONEY AT ALL. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

INTERNET BUSINESSES AND EARNINGS DERIVED THERE FROM, HAVE UNKNOWN RISKS INVOLVED, AND ARE NOT SUITABLE FOR EVERYONE. MAKING DECISIONS BASED ON ANY INFORMATION PRESENTED IN OUR PRODUCTS, SERVICES, OR WEB SITE, SHOULD BE DONE ONLY WITH THE KNOWLEDGE THAT YOU COULD EXPERIENCE SIGNIFICANT LOSSES, OR MAKE NO MONEY AT ALL.

ALL PRODUCTS AND SERVICES BY WHITE WAVE MEDIA LLC ARE FOR EDUCATIONAL AND INFORMATIONAL PURPOSES ONLY. USE CAUTION AND SEEK THE ADVICE OF QUALIFIED PROFESSIONALS. CHECK WITH YOUR ACCOUNTANT, LAWYER OR PROFESSIONAL ADVISOR, BEFORE ACTING ON THIS OR ANY INFORMATION.

USERS OF OUR PRODUCTS, SERVICES AND WEB SITE ARE ADVISED TO DO THEIR OWN DUE DILIGENCE WHEN IT COMES TO MAKING BUSINESS DECISIONS AND ALL INFORMATION, PRODUCTS, AND SERVICES THAT HAVE BEEN PROVIDED SHOULD BE INDEPENDENTLY VERIFIED BY YOUR OWN QUALIFIED PROFESSIONALS. OUR INFORMATION, PRODUCTS, AND SERVICES ON WHITE WAVE MEDIA LLC SHOULD BE CAREFULLY CONSIDERED AND EVALUATED, BEFORE REACHING A BUSINESS DECISION, ON WHETHER TO RELY ON THEM. BY PURCHASING AND USING THIS INFORMATION, YOU AGREE THAT OUR COMPANY, ITS PARTNERS AND ASSOCIATES ARE NOT RESPONSIBLE FOR THE SUCCESS OR FAILURE OF YOUR BUSINESS DECISIONS RELATING TO ANY INFORMATION PRESENTED BY WHITE WAVE MEDIA LLC, OR OUR COMPANY PRODUCTS OR SERVICES.

## CONTENTS

---

<b>Introducing A Winning Solution.....</b>	<b>5</b>
Traffic Is Life Blood .....	5
Apply The Strategies In This Guide.....	6
SEO To The Rescue .....	8
<b>The Origins of Your SEO Enlightenment.....</b>	<b>11</b>
Give Google What It Wants.....	11
<b>A Practical SEO Overview .....</b>	<b>13</b>
Get Laser Focused On Your Audience.....	13
<b>Putting Your Eyes On Profit .....</b>	<b>16</b>
Make Sales Your Focus .....	16
Ways To Monetize Your Traffic .....	17
Niche Picking Formula .....	17
Preferred Affiliate Networks.....	19
Choosing Products To Promote .....	20
Promoting My Info Products .....	21
<b>Building A Winning Site Fast .....</b>	<b>23</b>
Bad Webhosts Costs Your Money .....	24
Get The Work Done For You.....	26
<b>SEO Setting That Get Free Traffic.....</b>	<b>27</b>
Google AMP Readiness.....	27
Favicons Revealed In Mobile Results .....	29
WordPress Specific Settings .....	29
<b>Profitable Article Formulas.....</b>	<b>31</b>
Keyword Research For Success .....	31
Determining If Terms Make Money .....	32

## Effortless Traffic Formula

Estimating Traffic Volume .....	33
Creating Sites That Rank And Persuade.....	34
Article Formatting.....	35
<b>Smart &amp; Profitable Backlinks .....</b>	<b>38</b>
Essential Link Building Elements .....	39
Link Building Strategies.....	41
<b>Video SEO Can Rule The Day.....</b>	<b>46</b>
<b>Voice Search Is An Untapped Goldmine .....</b>	<b>47</b>
How Does Voice Search Get Enabled?.....	48
<b>Google’s Little-Known Discover Platform.....</b>	<b>49</b>
<b>Client Marketing Kit.....</b>	<b>Error! Bookmark not defined.</b>
<b>The Custom Agency Package .....</b>	<b>Error! Bookmark not defined.</b>
<b>Go Forth &amp; Profit .....</b>	<b>50</b>

## INTRODUCING A WINNING SOLUTION

---

Welcome to Effortless Traffic Formula!

**Congratulations** on investing in this master class, which is meant to help you navigate the big Google changes that are coming in 2022 and beyond.

You will learn how to make every website you have future-proof against other changes, learn some new tricks that are insanely profitable, and set yourself up for earning income from your online projects.

Whether you are a newbie or seasoned pro, this guide will contain powerful, proven techniques for profiting from free online traffic.

Best of all, this will be **the last guide** to free traffic you will ever **need**.

Now before I tell you about harnessing the free traffic, I first want to reveal the basics; this way we are both on the same page.

And afterwards, I promise to give some of the hardest hitting lessons I've learned over the years, so you can duplicate my results...

Deal?

### TRAFFIC IS LIFE BLOOD

Without traffic your website might as well be a billboard selling socks on the surface of the moon.

Nobody sees it.

Nobody cares.

It will do nothing for you.

*You won't sell any socks.*

You could have the **best** offer, **best** products, **best** services...

You could have written or hired the **best copywriters in the universe**...

It is all for **nothing** if it doesn't get read because there's **no traffic** to the advertisement.

## **APPLY THE STRATEGIES IN THIS GUIDE**

I've assembled the most comprehensive free traffic guide to improve my own business, and I'll explain the background on this in just a moment...

What's important to know now is that by applying the strategies you're about to learn, I have been able to create a steady high-volume flow of traffic.

This traffic has let me grow the three divisions of my companies:

My product business:

My affiliate business:

...and my service division for clients:

Others have used these strategies, in whole or in part, to grow many types of businesses:

- Affiliate Marketing Business
- eCommerce
- Offline Lead Generation
- Amazon / Kindle Book Sales
- Info Product Sales

What you will learn is this master class is a very special and unique set of skills & tricks that work almost like magic, except there's no super-powers involved.

Just take the right steps; the steps which I will show you.

Before I do that, you need to know the issues you can have with other traffic sources. This will give you another perspective on the training found in this master class.

### **The Problems With Most Traffic Sources**

There is a case to be made against the many sources of traffic out there.

It turns out that, like all things, there are advantages and disadvantages, and deciding is usually a game of balancing the two facets.

So, what are they?

## Effortless Traffic Formula

### Social Media

These platforms change much faster than regular search traffic.

The rules change, the dynamics and audience changes over time, and you are almost always beholden to moderator's mood for the day.

Likewise, the audience is not **exclusively** geared towards your target.

Most people who are using social media are there to watch funny cat videos, talk smack in political arguments, or pine over ex-lovers.

Where with search traffic, people are actively seeking the solutions that you and your product or service are providing.

Social media is also **NOT evergreen** – meaning you must keep producing content to get the traffic.

Compare that with search traffic, where once you produce it, it will generate traffic for a very long time.

It is worth mentioning that social media is often a huge time trap, especially for newbies. You can make hundreds of posts and never see a red cent in return from organic results.

### “One Click” Traffic Software

I am going to resist the temptation to name these software ‘solutions’ but I must tell you, these often do much more harm than good.

They nearly always rely on some trick that almost never lasts. In 6 to 12 months, that trick will get patched and the software becomes worthless.

It is easy to get pulled in by the promises these tools offer, and some may deliver on those promises in the short term, but over time, it will fade.

### Paid Advertising

Along with inflation, the **cost** of advertising is rising, and competition is increasing.

And like social media, your ad accounts can get **banned** for almost any reason.

## Effortless Traffic Formula

Worst of all, advertising networks are rife with click-fraud and garbage traffic making this source not for the under-funded and faint of heart.

It can be wildly profitable, but you must know what you are doing, so paid ads are often not the choice of rookies.

### **Solo Ads & Email Drops**

Over the years, I've tried all manners of solo ad marketplaces and email drops. I've had limited success with them, but they have left a sour taste in my mouth.

While I can covert the traffic, I've found that as of late, the traffic is simple garbage with **reliable** providers being few and far between.

Plus, there are a ton of scams out there – providers promising you 1,000 clicks and you get those 1,000 clicks ...but not a single sale.

Lastly, when you purchase an email drop, it is for a one-time only promotion. You will need to keep buying promotions to see traffic from the source.

### **Joint Ventures & Product Launches**

These are also one-time only traffic sources, albeit they last for about a week or two depending on how they are promoted.

Until you maintain a large list of buyers, you will need to **constantly** hustle with other affiliates.

This means it is difficult for newbies to break into product launches; nobody wants to mail for someone unknown with unproven sales copy.

And you **must** have a product of your own to see the best benefits.

You then become **obligated** to mail for other people who may have terrible products, which eventually hurts your reputation.

## **SEO TO THE RESCUE**

Enter search engine optimization...

With SEO, you reach an audience that is actively searching for the solution your product offers.



## Effortless Traffic Formula

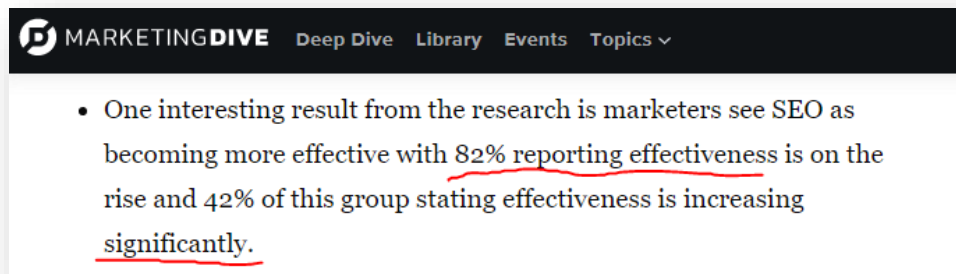
You create content once and it attracts traffic, basically forever.

SEO is the largest source of traffic on the internet today and will be for the foreseeable future.

You are reliant on no one else but you and your efforts.

It is completely free...

And it scales massively, the only limit being what you can put into that effort.



Compounding this advantage is the effectiveness of SEO is on the rise.

Marketers are seeing SEO are becoming more effective as a recent study revealed significant increases in traffic.

### **Most SEO Solutions Are Simply WRONG!**

Most of the so-called professionals simply try to game the system for short-term gains. Over time, they struggle to find any reliability in their methods.

They find out how Google works and then use some trick or exploit to get higher rankings.

They try things like:

- Keyword-Stuffed Articles
- Backlink Spamming
- AI Content Generation

**All the above work to some degree BEFORE getting slapped down by Google and other search engines.**

## Effortless Traffic Formula

Google hires some of the brightest minds on the planet, and their engineers quickly determine who is gaming the system and how.

These engineers will update the algorithm and that update nukes the tricks, rendering them useless and moot.

To make matters worse for users of these tricks, Google is a harsh mistress – she will punish you for gaming the system, often by decimating your page rank.

This is the circle of SEO.

It goes round and round...

In one corner, you have Google's engineers verses the "seo professions" locked in a never-ending game of cat & mouse of who can game the system and who can stop them.

### **What Is SEO, Really?**

Put simply, and in terms that you probably have not thought about:

## **SEO Is Giving The Search Engine Exactly What It Wants**

If there is one golden rule to seo it's this:

Give Google what it wants and be rewarded for it with a higher ranking.

### **So, what does Google want, exactly?**

That's the point and purpose of this master class.

And you're about to learn it!

It is now easier than ever to generate free traffic, however, it's also easier than ever to find yourself penalized by Google.

This program will guide you through it, so buckle up, grab a pencil and paper to take down notes, and let's **get started**.

//

## THE ORIGINS OF YOUR SEO ENLIGHTENMENT

---

I am a marketing expert; I do sales and copywriting. I was never an expert on SEO, and certainly not on free traffic.

I sell courses on marketing and sales and consult with local business owners on how best to position their businesses for maximum profit and growth.

For my online businesses, I use affiliates and JV launches to get traffic and this has built me quite the sizable email list.

I use old school cold calling / cold emailing techniques, along with direct response printed sales letters and video sales letters to get clients signed up on high ticket consulting packages.

On a recent launch, I saw traffic coming from an affiliate named Paul Holbrook.

This traffic was converting well, and being a new affiliate, I wanted to know more about him and the methods he was using, mostly for my own peace of mind.

**Pro Tip:** Not all traffic is good traffic!

I reached out to Paul and asked him to send me details.

To my surprise, Paul has no email list, no products of his own, and a terrible website that borders on a crime against digital humanity.

## GIVE GOOGLE WANT IT WANTS

Paul relies solely on SEO to drive his traffic and he was sending highly profitable visitors that exceeded the sales earned by some of my most active affiliates.

I was blown away.

Turns out that Paul was a retired Yahoo engineer who was laid off in 2010.

He turned down an offer to work with Google, instead, taking his skills to consult on SEO with larger companies.

## Effortless Traffic Formula

Affiliate marketing became his side hustle since his SEO skills were uniquely tailored to bring in large amounts of traffic for specific keyword positions.

Paul's secret was remarkable.

He would look at technical publications and patents to stay one step ahead of Google's changes.

Now most of the so-called experts game this system and need to play the constant cat & mouse game, but not Paul...

Paul gives Google EXACTLY what it wants and is rewarded for it with more traffic.

This guide will allow you to do the same.

## A PRACTICAL SEO OVERVIEW

---

Over the years, Google has gone through many changes.

A complete list of those changes can always be viewed at [moz.com](https://moz.com)

<https://moz.com/google-algorithm-change>

Looking towards 2022 and 2023, Google is making massive changes to what it terms as “core vitals.”

These are the newest metrics that Google hopes will ensure website visitors have the best possible experience on your pages.

Google will be killing websites that use old strategies and that means traditional SEO is also on the chopping block.

Leveraging these changes will mean it will become easier to generate insane amounts of free traffic.

Websites that make changes in line with core vitals will see the biggest traffic jump of any update because most changes are on-site (verses offsite) that are easy to course correct.

### **What’s The Brass Tax?**

SEO boils down to four main categories:

1. Targeting of the Right Audience
2. High Quality Content For That Audience
3. Compliance With Standards
4. Social Sharing, Linking, & Distribution

Let’s cover these in some detail.

## **GET LASER FOCUSED ON YOUR AUDIENCE**

Don’t start with traffic, start with your offer.

We want to make as much money as possible with as little traffic as possible.

## Effortless Traffic Formula

I have a mini site earning over **\$1,000/month** with only a few hundred visitors from Google because it is highly targeted, and the buyers are buying a high-ticket product with a large commission.

**Pro Tip:** Build a website for speed! Google favors websites that load quickly and can be used immediately on desktop or mobile. Avoiding sluggish plugins, widgets, and large images will be key.

In the course, we're going to building our sites based on the latest recommendations from Google and test them according to those standards to ensure they are optimal.

What's commonly referred to as SEO Magic is just the smart implementation of software, techniques and tactics that get your sites ranked in Google.

We are going to cover those in detail in upcoming chapters so keep reading.

### **Persuasive Content That Ranks**

When you hear the term "quality content" you might think of informative and flashy content with great art and lots of keywords. You are only partly correct.

It is true that quality content ranks, however there is a nuance to it.

Quality content **persuades** your audience to take an action, and we produce that content with the express purpose of persuasion.

Using low competition keywords in this persuasive copy ensures we rank fast, but we want to ensure those keywords provide the best buyer traffic.

Likewise, we use that persuasive content with low hanging fruit traffic sources like Google Voice Search to capture the traffic coming from mobile devices.

### **Backlinks That Work**

We want to focus our efforts on using only the Google-approved methods of getting backlinks. No deviating!

We want **quality over quantity** here; less is more!

### **Low Hanging Fruit Source**

There are new Google services that we can leverage, and I've touched on them briefly already.

These are video, voice, and Google Discover, which we'll also detail in a deep dive later.

Just know for now that these services are untapped for the better part, so they can produce significant volumes of traffic for you and your sites.

### **Bonuses**

I'm also included several bonuses, checklists, and assets to help you use this master class.

The first bonus will help you with list building, selling, and general affiliate marketing.

The second bonus focuses on offline businesses, generating leads for them and selling those leads for a huge profit.

This guide is everything you need to master free traffic and earn real money.

Now, let's talk about the most important aspect of this course.

I'll see you in the next section...

//

## PUTTING YOUR EYES ON PROFIT

---

In the decade I've been in this business, I've noticed the tendency for students, new and seasoned, to look at the word "sales" as a dirty word.

Some people are so scared of the word that they won't even say it.

Others are so fearful of sales and the accompanying rejection it implies that they will start physically shaking!

This isn't a joke.

I once coached a group of local telemarketers and one salesperson was so sales-adverse, that the moment it came to dial the phone, they were overwhelmed with anxiety.

We eventually conquered that fear, and that's a story for another time, but I mention here because its relevant to how students prioritize their work in this business model.

Some people push salesmanship to the bottom of the pile – they make it the very last thing they do, when, sales must be your primary focus.

## MAKE SALES YOUR FOCUS

When people hear the word sales, they immediately think the worst-case scenario – them selling someone and getting shot down.

Nothing can be further from the truth.

People want to buy!

These buyers are actively seeking the things you are selling.

Since we're focusing on generating free traffic, we want to focus our minds on the sales aspect - on how we will monetize **BEFORE** we build anything like sites or other assets.

**Nothing** is worse than taking the time to build a website, create content and generate traffic that is not making any money!

You never want to go into a project, complete it, and then ask yourself:

*"How do I monetize this?"*



## Effortless Traffic Formula

Knowing how you will monetize is the basis for everything else that will come after.

### **WAYS TO MONETIZE YOUR TRAFFIC**

In this course, we will focus on monetization using affiliate marketing methods.

The assumption here is that you don't have a product or service that you are offering already, so I think this is a good starting point.

That does not mean you can't use the methods you learn here to sell your existing products or searches.

I will warn you that if you are trying to shoe-horn an older project into these methods, you are better off starting a new project.

There are several options available to you to monetize.

Here they are:

1. Offline Lead Generation
2. SEO Services for Clientele
3. eCommerce via Etsy, Amazon, or another marketplace
4. eBook Publishing via Kindle
5. Physical or Electronic Product Development

These five options offer you a variety of methods to cash in on the free traffic you generate.

### **NICHE PICKING FORMULA**

Since we are starting with sales, the next logical step is to uncover a hot niche and select one for our project.

There are four big niches in traffic:

1. Health
2. Wealth
3. Self-Help & Relationships
4. Hobbies

#### **Health**

## Effortless Traffic Formula

People will spend a ton of money to fix what ails them, such as losing weight, getting fit, and other medical issues.

### **Wealth**

Creation of wealth has some of the highest customer values because those who do it successfully see a great return on their investment.

This is the niche I recommend the most, mainly because it is one of the easiest to break into for new players.

And if you bought this master class, chances are high that you are already familiar with it.

This lends itself to something wonderful!

You can be my next super affiliate!

Money is the easiest because there is a potential return on investment and your buyers will spend expecting that return.

### **Self Help / Relationships**

This niche encompasses many subniches.

Some people seek motivation, meaning in their lives, relationship advice, and general self-improvement.

Think: Tony Robbins -style self-help.

The self-help niches are worth billions and it's also easy to tap into them because the market always has a demand for new content.

### **Hobby Niches**

Hobbies are one of those things for which people have a near-irrational passion. They can completely take over your life, consume every free moment of your time, and empty your spending accounts.

For example, I love electronics – in another life, I was on track to become an electrical engineer. To this day, I still buy test equipment, components, and electronics kits to build.

I do this because I find it **fun** to build gadgets!

## Effortless Traffic Formula

Another hobby of mine is woodworking. I started a few years ago and have finally built myself a decent woodworking shop with most of the tools I need to build tables, bookshelves, cabinets, and other things. In fact, the desk I am working on right now is of my own design and build.

Hobbies are a great niche and are easy to break into with some basic understanding of what drives the passion of hobbyists.

### **Pro Tip:**

Find sub-niches in these big four based on the products that are selling in the affiliate marketplaces.

**For example:** Ted's Woodworking is a hobby niche product found on [www.clickbank.com](http://www.clickbank.com) that focuses on the woodshop audience, and yes, I not only purchased the course, but I also earn a good deal promoting that offer.

## **PREFERRED AFFILIATE NETWORKS**

When I say, preferred, I mean networks that hit two important points:

1. Fast Payouts
2. High Commissions

It doesn't make much sense to me to have to wait months to get a pay out or do all this work for a small commission.

I want my projects to produce big cheese and I want it as fast as possible.

Therefore, we turn to a few affiliate networks which meet these criteria:

**<https://www.Clickbank.com>**

Clickbank or CB has a huge variety of affiliate offers to choose from.

It is much larger than other networks and has many more evergreen opportunities.

Health and relationships dominate the Clickbank markets, but the value per sale you'll find is lower, and you'll need more traffic to earn good money.

## Effortless Traffic Formula

**<https://www.JVzoo.com>**

This network also contains a wide variety of niches, but I mostly see it as a MMO or Make-Money-Online marketplace.

Information products and software tools are quite popular on JVzoo, especially with video-related software opportunities.

**<https://www.WarriorPlus.com>**

WarriorPlus is almost exclusively Make-Money-Online.

Some software offers can be found, but generally it is information products and courses being offered.

**<https://www.Shareasale.com/>**

This is one of the largest networks and hosts a variety of everyday products for which you can find affiliate opportunities.

You can find profitable products on any of these markets. Just be sure to focus on the sales aspect and choose opportunities that are actively being purchased by the audience you are targeting.

Before you start earning from these opportunities, you need to know how to select one for promotion.

## CHOOSING PRODUCTS TO PROMOTE

There are a few things you need to look for in an offer.

Before we dive into them, I need to walk you through the concept of earnings per click or EPC.

A click is the action a person takes on the link to the sales letter of any given offer.

If you send 1,000 visitors (also called clicks or hops) to an offer and that offer has made \$8,500, then your earning per click is:

Total Revenue / Number of Clicks

$\$8500 / 1000 = \mathbf{\$8.50 \text{ EPC}}$

## Effortless Traffic Formula

Ultimately, we use EPC to guide our decisions on which products to promote.

Most of the markets will tell you the current EPC of the offer.

EPC is the **best indicator** of how an offer is performing, and how it will perform with your targeted traffic.

Look for offers that have:

- High prices in the funnel
- High commission payments
- High conversions & EPC

Beyond these metrics, another thing to look at is how the offer makes you feel.

- Did this product and its sales copy sell you?
- Does it have value to you?
- Did you or would you buy it and use it?

## PROMOTING MY INFO PRODUCTS

I've been at this a long time and spent years perfecting my sales funnels and offers. That said, my offers perform very well, and could help the new player break into the game.

One of the easiest ways to break into this business is to simply promote the products made by sellers who have been fixtures in the marketplace.

If you're interested in promoting my courses with your traffic, I'm quite open to working with you and paying a commission to you.

My courses are found on [www.warriorplus.com](http://www.warriorplus.com) under the affiliates section. Just search for me, "Luther Landro" in the Find Offers list.

Search here: <https://warriorplus.com/affiliate/offers>

When you request permission to promote, please indicate that you've read the Effortless Traffic Formula, so I know you are a student.

## Effortless Traffic Formula

If you are reading this guide, then you are already familiar with the products in this niche and can promote the ones that sold you to the similar audience.

You've gotten value of it and others will, too.

I pay high commissions to anyone who sends me traffic to my offers.

This could be you, but only if you want it to be and work for it.

--

### **Next Steps:**

Pick at least five products you want to promote. These can be my offers or other performers in any marketplace.

It will be best if those five offers are in the same niche because every niche is a bit different. There's no point in having 5 different funnels in the oven while you learn. Focus on one niche, cut your teeth on it, and learn the ropes before tying new knots.

I also want you to get into the habit of checking the affiliate marketplaces each day for new offers.

This habit will help you when you build a list and are looking for new offers to mail.

Daily attention will put your finger firmly on the pulse of these marketplaces, so you gain understanding of what is selling and what is not.

## BUILDING A WINNING SITE FAST

---

The surprisingly simple solution to meeting Google's core vitals update is all about having a fast and efficient website.

Use Google's own tools to keep your site optimized.

The PageSpeed Insight tool will give your site a grade and tell you which issues need to be addressed.

<https://developers.google.com/speed/pagespeed/insights/>

Google Core Vitals comprises of three major metrics:

- 1) Largest Contentful Paint - LCP
- 2) First Input Delay - FID
- 3) Cumulative Layout Shift - CLS

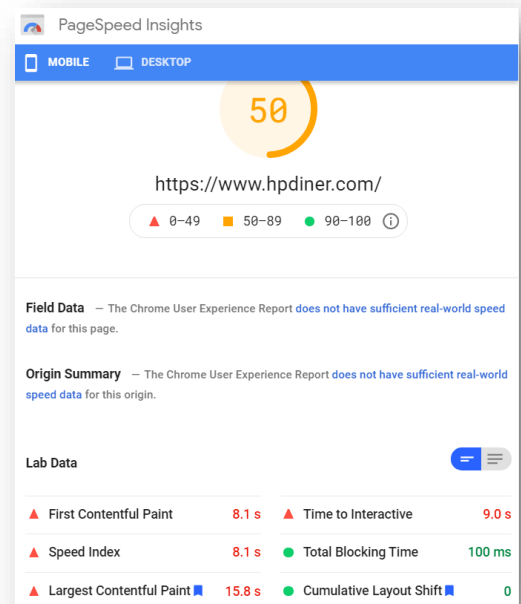
**Largest Contentful Paint** measures the loading speed of the page. This is a common metric that you may be familiar with if you've ever tried to decrease your site's loading time.

**First Input Delay** measure the interactivity time (how long before a user can use the site). You may have noticed this on news sites that take a long time to load, where nothing works until the page is fully loaded.

**Cumulative Layout Shift** is the visual stability of the website. This is common on sites with lots of visuals and ads (and the thing I find most annoying about some sites...)

Along with time and input delay, **CLS** is a major issue – as the page loads, objects on the page shift around. You go to click on some link, but it moves down because some image or advertisement loads above it. This may make you click an unintended link or advertisement.

I can't tell you how many ads I've clicked inadvertently because of layout shift. So much so, I think some sites do it on purpose.



## **BAD WEBHOSTS COSTS YOUR MONEY**

The cheap hosting plans are not fast and optimized for Google Core Vitals.

**Remember:** GoDaddy, Blue Host, and other shared hosting plans will HURT your search position with the latest Google rank.

I was able to boost my SEO just by switching to dedicated hosting plans that not only made my site faster, but it also saved me money over the long term.

### **Remove The Dead Weight**

Plugins and addons will severely hurt your site's load time by making it take longer than necessary.

A little later in this section, I'll give you an approved list of plugins to use with your WordPress websites.

For now, let's do some house cleaning...

Any "special" plugins the promise traffic; all the 'magic one-click' software and addons. **Dump them all.**

Tools like AI content generators, backlink spammers, indexers, rankers, and mass comment spammers.

Google is cracking down on these hacks and will quietly (and quickly) penalize your sites if you use them.

### **Check Your Theme | Use Free Fast Sources**

Not all themes are created equal. Some are filled with incredible bloat and will slow down your user's experience, and Google will punish you for it.

It doesn't matter if you like a theme or if it promises to be fast. If you install one and test it using Google's tools, you'll often find it does not meet the grade, and this is without any content.

Imagine how much slower it will be once you start adding that content.

I found a fantastic resource containing 13 of the fastest free WordPress themes.

Check them out at the link below:



<https://wp-rocket.me/blog/fastest-free-wordpress-themes/>

### **Plugins Can Make or Break Your Site**

There are only a handful of plugins that I will install on my sites.

These plugins are tested to be light-weight and essential for speeding things up, while still offering protections and features.

Use this list of plugins below on your sites:

#### **WordFence Security**

This is a must. It reduces the likelihood of being hacked. I've been there, more than a few times, and believe me; you don't want that headache.

<https://www.wordfence.com/>

#### **W3 Total Cache**

W3TC speeds up your site by reducing load times.

<https://wordpress.org/plugins/w3-total-cache/>

#### **Super Minify**

SM reduces the file size of your site's core files, which in turn, reduces their loading time.

<https://wordpress.org/plugins/wp-super-minify/>

#### **Smush**

Smush compresses images and makes them load faster.

<https://wordpress.org/plugins/wp-smushit/>

#### **Lazy Load**

Lazy Load delays the loading of content that is not visible to the user. This dramatically decreases page loading times.

<https://wordpress.org/plugins/rocket-lazy-load/>

### Optimize The Database

This plugin caches your site, cleans your database, compresses your images.

<https://wordpress.org/plugins/wp-optimize/>

### Autooptimize

This plugin optimizes the content delivery and has other features which lowers page loading times, optimizes images, and minifies (reduces file size) of scripts.

<https://wordpress.org/plugins/autooptimize/>

These plugins produce a **significant gain** in page speed compliance and are an **essential** part of any business website that hopes to leverage SEO and the free traffic it generates.

There are also a handful of other plugins that are essential for a proper SEO position, and we'll discuss them in the next chapter of this course.

## GET THE WORK DONE FOR YOU

If you're like me, you cherish your time...

That's why I put together a package of static pages, emails, articles, and other goodies so that you can save a ton of time putting these sites together.

Get the full list of details, along with what's included in the done-for-you page upgrade:

<https://luthersoffers.com/effortlesstrafficformula/oto1>

## SEO SETTING THAT GET FREE TRAFFIC

---

Beyond meeting Google's standards and having quality content with a fast-loading website, there are some other settings you need to be aware of.

These settings mean the difference between a hot site getting a ton of traffic and a site that gets few if any buyer clicks...

In a basic sense, you want to include some plugins on WordPress sites that are purpose-built to meet the SEO settings standard.

### Yoast SEO

Yoast is an all-in-one SEO plugin that optimizes a wide variety of aspects of your site. This is a premium plugin but well worth the expense as it often addresses things ignored by other software and does so in a way that decreases load times.

<https://yoast.com/wordpress/plugins/>

### Jetpack

Jetpack is a popular plugin that provides comprehensive security, performance, and marketing tools for WordPress sites.

I use Jetpack on all my relevant sites. My favorite feature is the real-time backups because I'm a tinkerer and break things frequently. It also provides roll-back features as well as automated malware scanning, and one-click fixes.

<https://jetpack.com/>

If there is a disaster, Jetpack can get you out of a jam quickly.

## GOOGLE AMP READINESS

You absolutely need your sites to be Google AMP ready since these sites can be served directly to mobile users.

AMP stands for Accelerated Mobile Pages, a Google-backed project designed as an open standard for any publisher to have pages load quickly on mobile devices.

## Effortless Traffic Formula

This is the “mobile first” SEO approach that pays dividends since many users are browsing sites with tablets and smart phones.

You can instantly attract more results by gearing your website for Google AMP and you can do so easily with another plugin that does all the heavy lifting:

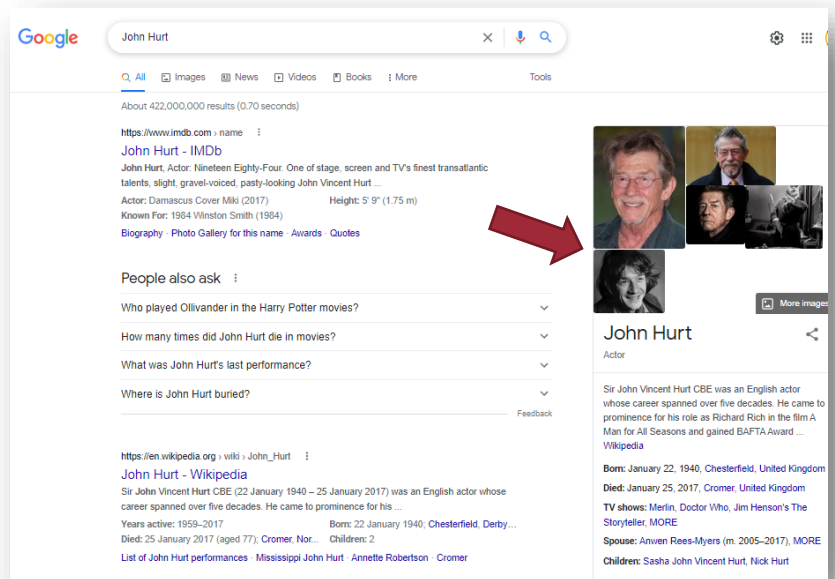
<https://co.wordpress.org/plugins/accelerated-mobile-pages/>

### Google Snippets

Snippets is Google’s answer to fast results on search pages.

The system uses Schema mark-up to pull facts about the search and Google builds a large card with these results.

Chances are, if you’ve done any web search in the last few years, you’ve seen the snippets in the sidebar of search results pages.



You can do Schema markup manually, which is a major pain in the ass...

Or you can use software to automatically populate Schema tags, which can create a snippet card for your search terms.

This plugin will do the trick:

<https://wordpress.org/plugins/all-in-one-schemaorg-rich-snippets/>

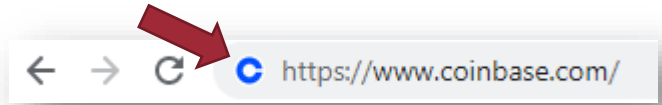
If you can rank a page for some high value terms AND provide schema markup data with this plug, you can dominate the first page, and get a dump load of traffic.

**NOTE:** Schema is essential to enable voice search! Adding schema means your pages will be **voice search enabled!**

## FAVICONS REVEALED IN MOBILE RESULTS

Favicons are images that appear in the address bar of your browser.

These help people recognize your website and build the brand image.



Plus, if the user adds your site to their home screen on a mobile device, the favicon is used as the icon.

There are no shortage of generators out there, which make favicon creation quick and easy. Here are a few that I've used for my sites:

<https://www.favicon-generator.org/>

<https://realfavicongenerator.net/>

<https://favicon.io/>

### AI Tools – For Taking Over The World

...taking over the world of traffic that is.

Artificial Intelligence or A.I. is all the buzz.

This is sometimes called Machine Learning, which is software that learns and changes as it interacts with users.

The AI will make changes to your site based on what your users are doing, helping search engines understand your website better, and keeping you ahead of the game in SEO areas of concern.

I've only ever found one application worth using.

Find it here: <https://wordlift.io/>

## WORDPRESS SPECIFIC SETTINGS

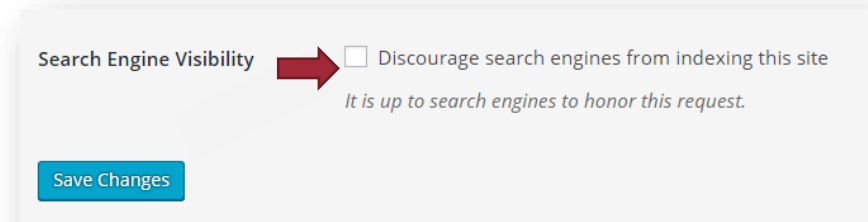
There are some specific settings you should enable on WordPress to give your site as much visibility as possible.

Head over to your WP Admin page where you can find most of these settings.

### Don't Hide Your Website

In the left sidebar, go to settings / reading and look for “Search Engine Visibility.”

Make sure this setting is **unchecked!**



If it is checked, search engines may ignore your site.

### Allow Pretty Permalinks

Go to the WP Admin dashboard, select Settings, and then Permalinks.

Ensure the setting you use is called “POST NAME.”

This will ensure your URLs are using the post name and not some numeric scheme which is not search engine friendly.

### Fill Out SEO Image Fields

Whenever you upload an image to WordPress, you have the option to add more information about that image.

Enter this info and do not leave it blank!

Give your images a title written for search using keywords, and a description written for search using similar terms. Be sure to add Alt Text, which can match the title of the image you provide.

These are some of the basic settings you can use to give your site an SEO facelift.

//

## PROFITABLE ARTICLE FORMULAS

---

After you successfully tweak your site for search engine optimization, Google AMP, and other concerns, your focus should now turn to articles that get ranked and pull in **money-making free traffic**.

The first step is to do your keyword research for the audience and offer that you got your eyes on.

### KEYWORD RESEARCH FOR SUCCESS

Paul's keyword formula finds low-hanging fruit keywords that are easy to rank for and captures buyer traffic.

I'm going to cover the formula for creating expert content, but first, you need to know a bit more about the theory behind this.

#### Behind The Scenes

You already know that people are searching for things on Google.

You also know that some of those searches are done with the explicit purpose of finding something to **buy!**

So, what would the perfect customer search for?

Let's say they are seeking a course on getting more traffic to their websites...

They might look for:

How to get more traffic

Best course on getting traffic

Best free traffic courses

#### Factors that should go into assessing this position include:

*Is this search user a buyer or just seeking free info?*

*Is there any significant volume of searches?*

*Are the terms easy to rank for or is there lots of competition?*

## Effortless Traffic Formula

We want to gauge the value of these terms against the factors...

In this way we form a hypothesis that these are the terms that will work for our traffic offer or affiliate promotions page.

### **Start With Building Some Terms**

Begin by brainstorming some terms.

Do a search on Google for the term and some suggestions will be displayed in the search box.

Look in the search box and in recommended searches that appears at the bottom of the search results page.

Determine which terms are used by the competition.

Find a site that is like the one that you are building.

Use this tool: <https://ahrefs.com/>

...and find what keywords that site is ranked for and start there!

## **DETERMINING IF TERMS MAKE MONEY**

To find out if the terms I got my eyes on are worth anything, I search Google Adwords costs.

[https://ads.google.com/intl/en\\_us/getstarted/](https://ads.google.com/intl/en_us/getstarted/)

These costs are a good indicator that the terms are valued, enough so that someone is willing to pay for those terms.

Look for buyer intent. The more, the better.

Look for terms that show this intent that the searcher wants to buy, has an urgent problem that needs to be fixed, or has some burning desire.



## ESTIMATING TRAFFIC VOLUME

The Google Keyword Tool will estimate the volume of traffic you'll get from any term.

Ahrefs will also give you an indication.

Be aware that these are more guidelines than fixed data!

You'll discover that the easiest terms have zero to low click results, often because nothing is ranked for them.

Competition is low, even though there are some search results.

Perhaps there is some small blog ranking for that term?

You could have a second result for the term and pick up that traffic.

Compile a list of all these keywords in a spreadsheet, and this becomes your **master list of article topics**.

## EAT Your Content!

No, not eat... E.A.T.

**Expertise – a high level of knowledge about the topic**

**Authoritative – a relationship to authoritative sites**

**Trustworthy – legitimacy, transparency, and accuracy of the site**

**EAT** content is exactly what it says above.

Your content demonstrates expertise, is authoritative (also not speculative) and it comes from a trustworthy source.

### Becoming More “EAT”

You can see gains by;

- Building more links to your website
- Keeping content up to date with regular posts
- Fact-checking and linking to sources
- Acquiring reviews from customers
- Hiring and listing experts on your site
- Displaying relevant credentials

## Effortless Traffic Formula

- Providing contact details for customers / media
- Having a Wikipedia page on your business or site
- Increase social mentions of your site
- Having compliance pages on your site

By address some or all these factors, you will see a boost in EAT.

Now some experts argue that EAT is not a ranking factor, while other SEO experts argue that it is.

I can tell you that sites that rank high for high value terms have most if not all these factors addressed, and sites which produce little to no traffic are lacking in most of these key areas.

## CREATING SITES THAT RANK AND PERSUADE

Now that you understand website and keyword concerns, let's talk about building the site content and overall genesis so that we can start earning money from the offers we are promoting.

All content should focus on a call to action...

For affiliate promotions sites, that's sending traffic right to an affiliate product, or to build a list, opt-in into your list, and then onto the affiliate sales page.

### Keyword Placement

The days of keyword stuffing are deader than dead; they will **kill** your sites.

Use your keywords **intelligently**.

- In your title
- In the first paragraph of your page content
- And in the overall context of your content

Do not go crazy with your keywords. Your content must make sense.

## **ARTICLE FORMATTING**

Each article you write (or have written) must fit an intelligent format, as shown below.

Note, you want to use subheads above section that provides as summary and highlights a specific benefit for that section. This takes some practice, but when done correctly, it is extremely powerful for driving conversions.

### **Title**

Main keywords / Unique Point

### **Introduction**

Have you ever had x problem?

There might be an easy solution

### **Explanation of problem**

Why this problem is so bad

Why so many people struggle with it

### **Why most solutions don't work**

Case against x

Why x does not work

### **Walk through of the solution**

Why this solution is different

Walkthrough of solution – How it works, benefits to customer

### **Benefits of the solution**

You can have x benefit (positive gain)

you avoid xyz (avoiding the negative)

### **Takeaway**

Now this is only the tip of the iceberg

You can follow these steps however you also need to think about...

## Effortless Traffic Formula

### Offer Intro

I have something that will give you these benefits

### Call to action

Subscribe, Buy, Check out this video

### Conclusion

If you have ever struggled

This is the best solution

You don't have to struggle

### Post Frequent Articles On Your Site

The more articles you publish, the better your chances are of converting higher and more often.

Plus, your update frequency helps your rank tremendously as you your content is always up to date.

Generally, the rule of thumb is once or twice per week.

It is ok to do more, however, avoid letting a week pass without fresh content.

What I like to do is write 8 articles ahead of time and publish them on Mondays using the WordPress scheduler.

This way I can spend a week writing, and then not have to worry about writing one for two months.

### This Is Copywriting

This section has given you a crash course on writing persuasive copy.

The actual discipline is far-reaching and has much depth to it.

I encourage you to pursue the discipline of copywriting.

Study the greats such as:

- Dan S. Kennedy
- John Carlton

## Effortless Traffic Formula

- Gary Halbert
- Gary Bencivenga
- Robert Collier
- Claude C. Hopkins
- Leo Burnett
- Jay Abraham

These are the writers I studied and that made me a highly effective copywriter.

There is just so much to be gained by being able to write effective and persuasive copy.

Not only does it help you write better copy, but it also helps you sharpen your salesperson acumen; you will understand your customer better, and never again worry about what to write!

At the very least, a firm understanding of the sales writer's discipline lends itself to an exciting and high-payer career.

## SMART & PROFITABLE BACKLINKS

---

Earlier in this master class, we discussed that, when it comes to backlinks; less is more and quality is always better than quantity.

Still, even today, there is a misconception that you need to have a massive log of backlinks to your site.

This comes from Google's old page rank algorithm.

The thinking was that the more people that link to your site, the more important it must be.

So, people just went out and found every way to get sites to link to them, effectively tricking Google's system into ranking their site.

Google caught on and now punishes sites for using this tactic.

### **Backlinks: The Good, Bad, And The Ugly**

Bad backlinks are the number one dead giveaway that you are trying to game the system.

The worst part is once you get a site to link to you, it's almost impossible to get rid of and will hurt you for years.

If this is the case for you, you can try the Google Link Disavow tool, which will attempt to disassociate your site from that link.

See it here: <https://search.google.com/search-console/disavow-links>

### **Things To Avoid**

There are several things to avoid when creating a plan to acquire backlinks. Here is a list of things that will hurt your site, rather than help it:

- Paid links that pass PageRank
- Private Blog Networks (PBNs)
- Large-scale article marketing and guest-posting campaigns that use keyword-rich anchor text
- Low-quality directories that exist solely to build links from
- Keyword-rich links that are embedded within widgets on other people's websites

## Effortless Traffic Formula

- Links obtained from hacked sites
- Links built using automated programs or services
- Requiring links as part of a Terms of Service or contract
- Comment spam
- Widely distributed footer or sidebar links

**The next harmful item** is what's known as Toxic Links.

Put simply, these are broken links, and they will hurt your site's rank to a degree.

You can use this WordPress plugin to check for broken links, which when found, you'll want to disavow or remove:

<https://wordpress.org/plugins/broken-link-checker/>

## ESSENTIAL LINK BUILDING ELEMENTS

Understanding the key components of link building is essential for maintaining a benefit backlink profile.

In this section we'll cover these elements in detail so you can see the big picture.

### Contextual Links

These are links that are most likely to get clicks, and they are the ones that hold the most value AND have the biggest impact.

In short, these are the links that are placed within the context of the body text in a web page's content and are usually the highest quality links a page has to offer.

### Followed Links

These are links that are listed as "dofollow" and a search engine will examine the link and content and assign a weighted value to the rank based on what it finds. That said, too many "nofollow" links seems to have a negative effect, where a higher percentage of "dofollow" links with authoritative sources provides a positive effect on rank.

### **Editorially Placed**

Editorially placed links are links placed by a third-party on their site to yours. These are viewed as high value.

### **Unique Referring Domains**

These links are from a wide variety of different domains all linking to your site. More value is placed on the number of unique and diverse links than that placed on links from a single or handful of domains. The point here is to have links **from** a variety of domains and not just a handful.

### **Strong Topic Relevance**

Links to your site from other websites should be closely related to your site's topics. If you're selling a woodworking course, a link from a pizza restaurant isn't necessarily going to increase your rank because there's little relevance between the two. On the other hand, a link from a woodworking supply store would have a strong topic relevance and positively impact your rank.

### **Natural Anchor Text Mix**

Anchor text is the text used to link webpages to each other.

Google uses anchor text to indicate the page topic so it can influence the ranking factors. Be careful to avoid using keywords in your anchor text as this can be interpreted as keyword stuffing and your site will get penalized.



## LINK BUILDING STRATEGIES

Here are some insightful and hard-hitting strategies for building links to your offer sites:

### **Broken Link Building**

This is a sneaky little trick!

Find websites that have broken links to content that is relevant on your page and suggest that the broken link be replaced with your link.

### **Unlinked Brand Mentions**

Sometimes you will find your site mentioned on other sites but while your brand name is mentioned, a link is not provided. It usually only takes an email or phone call to get that site to link to yours when your brand name is mentioned.

### **Reclaim Lost Links**

Over time, links get broken or go offline. Often this is out of your control.

It is important to monitor your links using a broken link checker to see if it can be fixed or “reclaimed.”

### **Link Repositioning**

Look for links that talk about the specifics of your offers and ensure that they are referring to specific pages on your site and not just the homepage.

### **Directory Submissions**

Seek out regional online directories that have a specific purpose of helping people locate solutions to their problems; solutions that you offer. Obtain a link from this directory. Avoid general directories as the relevance will be low and can be considered spammy.

### **Guest Blogging**

Guest Blogging used to be a very popular way to gain links, and people would just go nuts writing blog posts and linking back to their site.

This has changed for the most part, but you can still see a gain here IF you are guest blogging on relevant topics.

## Effortless Traffic Formula

Search Google for “write for us” or “guest post” to find opportunities.

### **Press Releases**

Google has told us that they ignore links from press releases, but that doesn't mean you should avoid the practice. PR gets read every morning and a reporter may decide to do a story on your release. This will no doubt earn you a brand mention and link.

### **Blog Comments**

Generally, blog comments violate Google's guidelines, but there's more nuance to this. You can still get traffic from a well-researched and relevant comment or forum post. Just be sure to add value to the discussion and only link if it adds value.

### **Reciprocal Links**

You Link Me – I Link You...

This scheme is decidedly against Google's Terms of Service when it is done at scale.

Yet you can still do this sparingly with sites that are wholly relevant to each other, such as between a fitness supply store and a local gym, for example.

### **Case Studies And Testimonials**

Writing case studies and testimonials for businesses that you've frequented can earn you links; just be sure that they are relevant to both parties or you'll get an irrelevancy penalty.

### **HARO**

HARO stands for *Help A Reporter Out*.

It is essentially an email list with requests put out by reporters looking for content experts. You'll get a few emails daily with requests. Find one that is relevant to your site and offer to help them out. This often gets you both a brand mention and a link from an authoritative site.

### **Newsjacking**

This is a tactic that requires near perfect timing and near perfect relevance to some breaking news. You really need to be on the ball to take advantage of this one, but break-out news stories can see your site flooded with a ton of traffic in minutes. You are essentially piggybacking on news stories to direct attention to your content.

### **Skyscraper Technique**

This method involves finding link worthy content, making a better version of that content that the site links, and then reaching out to and see if the host site will link to you instead.

### **Content Roundups**

If you've ever searched for a topic and come across a post or site that summaries many different pages, then you've found a round-up.

These can be leveraged by creating content that is custom tailored for the round up and asking to be included.

You can find roundups using these search queries:

- "Keyword" + intitle:"weekly roundup"
- "Keyword" + intitle:"roundup"
- "Keyword" + inurl:roundup
- "Keyword" + "best blogs of the week"

### **Sponsored Blog Posts**

As the name implies, this is paying for a post by the owner of a property that has topic relevance. These are not links for SEO benefit but are rather paid links for exposure and brand recognition.

### **Gifted Product Reviews**

Links gained through gifts are viewed as being paid (since some value changed hands.) Gifted product reviews do not contribute to rank but will help build an audience in the same way as sponsored blog posts.

### **EDU and GOV Links**

#### **Education Backlinking**

EDU links are links from domains with the .edu or education / academic sources.

Having a ton of these won't magically boost your rank, but a few carefully placed links can bring you a ton of traffic.

EDU sites tend to publish content that is viewed as both authoritative and of high quality. If you recall from an earlier chapter, these are both extremely valuable, so having a link from these sources can influence your ranking, and thus your organic traffic.

These are not just schools; they can also come from associations, guilds, and other institutions.

To find them; you can look for resources pages from .edu domains.

Search Google with:

```
site:.edu woodworking + inurl:resources
```

#### **Offer Student and Staff Discounts**

Use these terms to find sites that publish discounts for students and staff, which is a perfect way to get .edu backlinks.

```
site:.edu "student discounts"
```

```
site:.edu "staff discounts"
```

#### **Offer Scholarships**

One way we can get an .edu backlink is to offer a scholarship.

It doesn't have to be a crazy amount either. It can be a few hundred dollars, which you will make up in the value your site gets from having a link from an authority.

Search: `site:.edu "scholarships"`

### **GOV Backlinks**

Just like .edu, these sites are domains that have the .gov extension.

While getting .gov backlinks can be a ton of work, when you do earn them, you can see a big boost in traffic.

One of the easiest ways to get GOV backlinks is to comment on government blog. Just make sure the content you share is relevant and has value. Don't just spam gov blogs with your offers. Add to the discussion!

You can find gov blogs that accept comment with this search string:

`“site:.gov inurl:blog “post a comment” + “niche you’re searching”`

### **Feeding Egos**

Government agencies, just like people, have egos.

If you write something nice or render praise on a government agency, there is a high likelihood that the agency will link to your 'review' or article on their website.

Pen a nice article for your site and contact the agency's PR contact. They may feature the piece, earning you a .gov backlink.

This type of flattery is the big secret when it comes to getting these types of links. It is rare to think of praising a government agency, but it can certainly work to your advantage for the right nice.

### **Guest Posts**

Finding these gov blogs and writing guest posts for them can be a way to get backlinks. Mind you, the administrators of the sites are very picky on who they let write for them, but if you can pen a wonderful high-value post, getting featured will be a win.

As I mentioned earlier in this section, this won't be easy. You will have to work for it. Getting .gov links is not always guaranteed. You can't always buy your way in legitimately and still see the best benefits.

However, if you do the leg work, it will pay off.

## VIDEO SEO CAN RULE THE DAY

---

Raking videos on Google is one of the fastest ways to generate traffic, as well as generating extra traffic on YouTube, and sites that link to them.

The steps are easy:

Create a video that is relevant to your topic.

It turns out that formatting a video is very similar to how you format an article, except you can make individual videos on the myriad of points that emerge in your article.

1. Host on YouTube – this is the most Google friendly
2. Always use a video transcript ripe with keywords
3. Make your thumbnail enticing and exciting
4. Use keywords in your title and description but focus on getting a high CTR or click through rate.
5. Make sure the rest of your page is focused on the keyword as well

**PRO TIP:** These help each other, being embedded in a well ranked article helps the video and having a video that ranks well for the keyword helps the rank of the article.

6. Embed the video you want ranked on the first page
7. Make the video the focus of the page
8. Don't embed the same video in multiple places; one video, one page.

There really isn't much to this, which might come as a surprise.

It turns out that ranking video is often much easier than ranking written content.

**If a topic has little to no video associated with it, it is possible to rank a video on Google in a matter of hours, not days or weeks!**

What works best is a combination of both written and video content; where the video hooks the audience, and the written content brings it home.

Look for niche keyword positions that are underserved with video and you can find yourself at the receiving end of a boatload of traffic.

## VOICE SEARCH IS AN UNTAPPED GOLDMINE

---

You see, a while back, Google added a button to their search page that lets you search by speaking into the microphone. This is a huge help to anyone on a mobile device, tablet, iPad, or small netbook computer with tiny on-screen keyboards.

I don't know about you, but when I use my smartphone or tablet, unless I need to be quiet, I'll use voice search.

As it turns out, over a quarter of all searches being performed today are done using the voice search feature.

Tapping into this source of traffic is as easy as reformatting your articles and posts in the way that people speak.

Instead of titling your articles and blog posts as a statement, title them as a question, exactly how the searcher would ask.

**For example:** How to housebreak your dog

...**becomes:** How do I housebreak my dog?

Do you see the difference here?

I hope so...

Using a question as your article's title means it exactly matches what the voice search user put into Google and will show up higher in results than other posts that are just a statement in their title.

**It's a subtle difference, yet  
the results are dramatic.**

Other examples:

How to make money online vs. How do I make money online?

Best stationary bike vs. What is the best stationary bike?

Make women love me vs. How do I make a woman love me?

## Effortless Traffic Formula

The simple trick of making your article titles a question to exactly match voice search queries would leapfrog your site's content above everyone else if you followed all of Paul's other optimizations.

Mind you, this is mostly on mobile, but there are desktop searches being done with voice.

### HOW DOES VOICE SEARCH GET ENABLED?

Apple Siri and Google both use Schema Markup (just like Google Snippets) to quickly determine if a result is relevant to a voice search.

That said, you want to have a mobile optimized website with schema added to the page.

There is also a key feature of local intent.

Local intent is the proximity of results to the person searching for them.

If you are generating leads for local businesses or doing local seo, voice search is an absolute must!

### Impact on Keywords

The keywords you use for local voice search will be a little different than your article ranking efforts.

These are more conversational, longer, and more relevant to how a person thinks and speaks.

Take your keywords and make them conversational as I described earlier to leverage this aspect.

**Remember:** People ask questions on their phone, especially on voice search.

To that end, have an FAQ!

This is an article that is flooded with questions, followed by answers.

An FAQ about a hot or trending topic can get a ton of free traffic!



## **GOOGLE'S LITTLE-KNOWN DISCOVER PLATFORM**

---

Ask 100 people about Google Discover, and you'll find maybe one or two who know anything about it.

Discover is NOT about getting search results. It is content that Google shows to people in a feed based on what pages or topics they liked in the past.

### **To Optimize For Google Discover:**

- The content quality of your site is high
- Have multimedia / Video / Audio content
- Maintain EAT authority
- Adhere to Google Content Policy
- Your page is AMP-enabled

Ultimately this is an added benefit to following everything else discussed in this master class.

If your content is being served by Google Discover, you can know that you've done everything right.

## GO FORTH & PROFIT

---

The only thing left is for you to take the first step and follow the training and direction I've given you in this guide.

**Remember:** Reading this book will not make you any money.

Follow the training outlined in this book.

The more prospects you reach, and the more follow ups you do, the bigger and faster you will grow.

And remember, the more action you take...

...the more money you will make.

-LL