

***"X-Factor Traffic" – The Top
10 Most Effective Totally
FREE Web Traffic Tactics in
the History of the Internet,
Get All 10: <http://xFactorTraffic.com>***

***DR. KEN EVOY'S
TOP TRAFFIC TACTIC
By Ken Evoy of SiteSell.com***

***Trust The "CTPM" Process...
Put On Blinders & Stay Focused***

Traffic is the lifeblood of any online business.

If you don't attract free, targeted visitors to your site via the Search Engines, if you don't convert them into warm, willing-to-buy customers, if you don't build that into your site from DAY 1, you are going to end up working for your site. You will have to pay for advertising to build traffic, more than you can afford or want to spend. And when you stop paying for advertising, your traffic will stop.

I'm not a big believer in building a wheel that already exists, especially when that wheel does not turn. There are tons and tons of "site-builders" on the Internet. Every Web host offers one. But business on the Net is no longer about putting up a Web site. We are way past that. It's about building an ever-expanding foundation of presold, targeted visitors. It's about building sustainable success.

You can easily belong to the 3% who succeed on the Net by following this process carefully.... **Content ➡ Traffic ➡ PREsell ➡ Monetize**

Regardless of your niche or type of business (or future plans), the proven **C ➡ T ➡ P ➡ M** process will help you to reach your business goals. It boils down to four main steps...

STEP 1) Create high-value **CONTENT**. Online, people search for information - they are not looking for you. Give them what they want by converting your knowledge into high-quality, in-demand Content.

STEP 2) Your theme-based topical content ranks high at the Search Engines, and attracts free, targeted **TRAFFIC**...interested, open-to-your-message visitors.

STEP 3) Develop trust and credibility (i.e., **PREsell**) by **OVER**delivering relevant, original, high-value information to these motivated pre-customers.

STEP 4) **MONETIZE** your warm, willing-to-buy visitors in various ways. A blend of monetization options will help you build a thriving, diversified business.

“Content ➡ Traffic ➡ PREsell ➡ Monetize” is effective for generating presold targeted traffic...why?

Let's start with some background details...

In the "good old days," (circa 1996-2001) the Search Engines (SEs) were relatively simple to reverse engineer. Manipulation games and tweaking efforts were generally rewarded with higher rankings, and an accompanying surge of visitors. Today, it's a different story altogether.

Due to the SEs' increasingly complex ranking algorithms, and a heightened focus on off-page criteria (which collectively form an important indicator of human approval of a Web page), trying to outsmart the engines has become a low-yield affair. The key to top rankings lies *off-page* (ex., credible in-pointing links from recognized authorities in your field) and not *onpage* with the manipulation of keyword densities.

So work *with* the Search Engines rather than against them.

Don't waste your time looking for a better "this" or a more complicated "that" or by trying to become a master of Search Engine Optimization. Instead, "keep it real."

"X-Factor Traffic" - The Top 10 Most Effective Totally FREE Web Traffic Tactics in the History of the Internet, from Trafficology. <http://www.xFactorTraffic.com>

More and more, getting the "on-page criteria" correct is just the ante to "get into the game." The off-page criteria are becoming more important, and the only way to affect those, beyond getting some quality, in-pointing links from niche directories and word-of-mouth buzz to "start the traffic snowball rolling," is to build excellent Content. Put your visitors' needs first (rather than your need to make money) and everything else after that will fall smoothly into place.

Trust the C ➡ T ➡ P ➡ M process. It works!

It takes less time and energy to accomplish success, and you have a much greater chance to achieve it.

Here's why this process generates traffic momentum: Generally speaking, your site's first traffic is generated by unique or one-of-a-kind searches and your least competitive keywords. That trend tends to grow with your site.

As your site matures and expands beyond 30 pages, it will probably be found by 4,000-5,000 different search terms. 80% of these will be one-of-a-kind searches or "one-of's." (And that's not unusual - Google recently stated that half of their 200,000,000 searches per day are unique. So I'd expect greater than half to be unique for a single site.) At the other end of the spectrum, of those 4,000 words, the Top 20 words (i.e., the top 1/2% of all search terms by which the site is found) will likely account for 1/3 of all "Search Engine finds" for that site. That's a staggering result. Those "one-of's" certainly add up... more than half of your visitors found you this way!

How does it make sense?

Well, the more you spend your time building valuable content (instead of worrying about SEO, chasing down all kinds of new ideas and fads of the day, falling for some noisy get-rich-quick pitch or another, and so forth), the more likely you are to meet the needs of those near-infinite number of one-of-a-kind searches. (Keep in mind that all of those searchers are your potential customers or clients!)

Naturally, the cream rises to the top. Traffic builds, as you get found for the one-of's, and two-of's, and your easiest, least competitive keywords. In-pointing links to your site increase perceived credibility. Google (I'll use them to represent all Search Engines) starts noticing all this action. They start seeing more and more human reaction that likes your site.

"X-Factor Traffic" - The Top 10 Most Effective Totally FREE Web Traffic Tactics in the History of the Internet, from Trafficology. <http://www.xFactorTraffic.com>

As a result, the snowball builds. Your site starts winning for the harder and harder words (i.e., more competitive keywords), until ultimately it wins for the hardest word of all!

Here's the bottom line...

Think of yourself as building this huge pyramid of keywords. Lesser keywords build "content pressure."

As you build more and more quality content pages, credibility flows upward from your third tier through to the tip of your site's content pyramid. This pressure will finally push your home page (1st tier) into a Top 10 Search Engine position.

I refer to this strategy as "*getting it right... by accident... on purpose!*"

Content ➡ Traffic ➡ PREsell ➡ Monetize and the "keep it real and simple" approach will become even more powerful as the Web gets more complex.

You simply do not need more Search Engine manipulation, more algorithms, or more complex tools. You need less, in fact.

Keep it real. Build high-value, relevant content. Get a few valuable in-pointing links. And let your web traffic snowball build.

My best and constant advice?...

1) Stay up to date in your business, in your field, in your theme. By doing this, you will know the needs of your visitors and be able to provide the type of information and solutions they are seeking.

2) People waste a lot of time searching for the perfect this and the just-right that. Forget the way you used to work (repeating old way gets the same old results). **Instead, trust the C ➡ T ➡ P ➡ M process**

3) Put on "blinders," ignore all the white noise, hype and distractions on the Net, and stay focused. By generating targeted PREsold traffic slowly, steadily, organically, you'll do better and convert more visitors into customers/clients, despite the increasing number of competing new sites that go online each day.

"X-Factor Traffic" - The Top 10 Most Effective Totally FREE Web Traffic Tactics in the History of the Internet, from Trafficology. <http://www.xFactorTraffic.com>

Be smart and follow the right process from Day 1 of your business. Your long term success depends on it.