

## **CHEAT SHEET FOLLOW-ALONG GUIDE to:**

### **“The Scientifically Proven Method To Double Your Traffic & Triple Your Online Profits” On-Demand-Training**

**LOCATION:** [www.trafficology.com/webcast](http://www.trafficology.com/webcast)

**Please print this cheat sheet so you can follow along.**

**You will want to print this page so you can easily compare the original cheat sheet to this completed one side-by-side**

**Follow along and be sure to compare these answers with what you filled in on the blank cheat sheet previously.** Doing this will help you to firmly ingrain these powerful ideas and strategies *deep into your mind*.

## **The Web Traffic Creation & Conversion**

No secrets. No tricks... this webcast will cover the plain & simple facts about how to more targeted traffic to your site, improve your conversion rate and maximize you web traffic investment -- TODAY!

We're also going to show explain how to get the most out of your PPC dollar, demonstrate the 5 quickest ways to increase your web conversion and share with you our best tip for getting free traffic.

1) Trafficology is the **SCIENCE** of Web Traffic Creation & Conversion.

2) Trafficology Uses:

- Fundamental **Business & Marketing Principles**
- **Time Tested** Web Traffic Creation & Conversion Techniques
- Research to Develop New web traffic **tips & tactics**

3) Trafficology is step-by-step method of driving the **most profitable** visitors to your website site

- 4) And the complete process of turning those people into **satisfied profitable customers**
- 5) Nearly 60% of all websites **don't make any money at all**
- 6) 7 out of every 10 visitors cannot **purchase the product they want online**
- 7) On a good site 9 out of every 10 visitors **leave without making a purchase**
- 8) People spend money online because they **have a want or desire**
- 9) 4 types of web traffic are
- People who **found your website by mistake**
  - People who **have a desire but don't know what fills it**
  - People who **are evaluating alternative solutions**
  - People who **know exactly what they want and have their credit card in hand**
- 10) Targeted Traffic consists of people who are **ready, willing and able** to purchase your product online.
- 11) To find the customers that will give you their money
- Bring **more targeted traffic to your website**
  - Improve **your sales process to increase your conversion rate**

12) The key to getting a #1 ranking on Google is **your Keywords**

13) Good keywords **get a lot of traffic** and

bad keywords **don't**

14) Anyone can get a #1 ranking **for a bad keyword**

15) You should not give up because

**· You don't have to be #1, You only have to be in the top 10**

**· You can make a lot of money with "Better Keywords"**

16) Good keywords get a lot of "**random** traffic"

17) Better keywords get a lot of "**targeted** traffic"

18) To find "Better Keywords"

· Think **about your customers and why they buy your product, what emotion & wants are they filling**

· Create **short list of 10-20 emotion packed terms based on those wants and desires**

· Generate **more terms using a free research tool such as PIPE or Wordtracker**

· Get a **list of 100-200 terms**

· Narrow down the keywords based on **traffic & competition**

19) Ways to find more "better keywords" are

- Look at the terms your **competition are using**
- Look for common **misspellings & synonyms**
- Look for **brand names and other related keywords**

20) The point of your keywords are to:

**draw people to your website who already want the product you are selling and who are ready to purchase the product online**

21) Better keywords will bring people to your site who are:

**"interested" in what you are selling**

22) Best keywords will bring people to your site who are:

**the people who are interested and ready to purchase what you are selling.**

23) To find best keywords

- Find a **list of 20-30 better keywords**
- Open a **Google Adwords Campaign**
- Run a **test campaign with your "better keywords"**
- Use **google control panel to identify the exact keywords that draw paying customers**

The keywords that **created sales** are "Best Keywords"

24) After you find the "Best Keywords"

the next step is to **evaluate PPC Profitability**

25) The only problem with the cash machine that it is not scaleable,

or that there is only a **limited amount of traffic**

... you can't buy traffic that **does not exist**.

26) · **Compounding** is when you reinvest the profits to create a great return in the future

27) [NitroAffiliates.com](http://NitroAffiliates.com) is a great place to **find Products to sell with at least \$10 in commission**

28) Because of the keyword research and PPC you **know the exact keywords to focus your SEO efforts on**.

29) The most important factor to the success of your business is **conversion**

30) Conversion is the act of turning visitors into **paying customers**

31) The point of business is to

**exchange a product or service for money**.

If you can't do that, then your business will fail.

32) The most important factor to converting web traffic is **copywriting**

33) Copywriting is the process of **turning words into cash**

34) More specifically, web copy is the **words on your website**

35) So, Web copywriting is the process of:

**developing the wording of a website that sells something.**

36) The point of copywriting is to **clearly communicate** the value of your product or service to the visitors of your website.

37) On a website you are completely dependent on your copy to:

**· qualify prospects**

**· give you sales pitch**

**· close the sale**

**· and take the order**

38) When writing the copy for a website we need to create a sales presentation that:

**· Grabs the visitors attention with a compelling headline**

**· Draws the readers interest**

**· Peaks their desire**

**· Motivates the reader to take action**

39) Web Usability is the study of how people **use** your website

40) People do not **read** they **skim**

41) Usability tells us what people **actually do on our site** and how to **make our site easier for them** to use.

42) Usability = **Don't make me think**

43) Making your site "User Friendly" means:

**o Use Common Sense**

**o Use Conventions**

**o Watch actual users.**

44) · **Metrics** is the most important web traffic creation & conversion technique.

45) Metrics is

- Measure **your web traffic**
- Make a **single change** to your website
- Measure the **effects of that change**

46) If you don't measure it's **not a business, it's a hobby**

47) Metrics turns expenses into **investments**

48) To generate targeted traffic that converts into results you need to focus on:

**individual keyword conversion**

49) Up to 95% of your keywords **do not convert at an acceptable ROI**

50) To make more money with PPC you need to:

**1) Create a very large list of Better Keywords**

**2) Calculate what is an acceptable ROI**

**3) Identify the keywords that convert at an acceptable ROI**

**4) Stop spending your money on keywords that don't convert**

**5) Shift that money into the words that do convert**

**6) Find new keywords and start over again**

51) To find the keywords that do convert **use the Google Keyword Conversion tool.**

52) The best way to test & track is:

**split testing or a/b testing**

53) Split testing allows you to test 2 versions of the **same webpage**

54) Every other visitor to that page sees a different version.

For example:

Visitor 1 sees page **A**

Visitor 2 sees page **B**

Visitor 3 sees page **A**

Visitor 4 sees page **B**

Visitor 5 sees page **A**

Visitor 6 sees page **B**

55) Split testing lets the **visitors vote with their wallets**

56) The top 5 things to test are:

- **Headline**
- **Angle / Hook/ Story**
- **Pricing**
- **Graphics / No Graphics**
- **Close / Call to Action**

57) The easiest ways to learn split testing is to **just do it**

58) The easiest way to do split testing is to **use the script generator from the Trafficology members area**

**This is *almost* too good to be true...**

Do you want to:

- **Learn the 7 most powerful web traffic creation & conversion techniques for FREE.**
- **Become a web traffic expert for only \$1**

Then, [Take the \\$1 \(10-day\) Trafficology Trial Today](#) and you will get **instant access** to the **Exclusive Members Only Area**.

There we will teach you exactly how to get **more targeted web traffic** and we show you specifically how to **turn your visitors into satisfied paying customers**.

Additionally, for a limited time, if you [Try Trafficology](#) you will receive **2 Special Bonuses worth \$121 - all for just 1 buck**.

**Go Now to [www.NitroMarketing.com/trafficology.php](http://www.NitroMarketing.com/trafficology.php) to get this time-limited package offer...**

## **Bonus #1: Trafficology's Top 208**

**FREE** when you **Take the \$1 Trafficology Trial**  
(special offer is limited to 500 people)

This \$97 collection contains the top 208 free or low-cost web traffic ideas we have ever published.

As you read thru this list jam-packed with great ideas you will find techniques that help you generate more web traffic immediately; without breaking the bank. Additionally, these tips are so creative that just reading them will surely help you develop many new ideas of your own.

## **Bonus #2: How to Track Conversion with Google Video**

**FREE** when you **Take the \$1 Trafficology Trial**

This special video will show you the exact step-by-step process of how to track web conversion using Google's built in tools.

Many people make metrics more difficult than it needs to be, and this video will demystify the one of the most powerful (and under used) metrics tools. After you have seen this, you will be able to set up your own conversion tests in a snap - and that mean you will have both more time and More Profits!

**Are you ready to take your online Business to the next level?  
... Don't Wait, Start Learning Trafficology Today...**

**For only a buck** you will start learning right now:

1. Exactly how to drive *targeted traffic to your website* and
2. Specifically how to *turn your visitors into* satisfied, *paying customers*

**Plus**, everyone who takes the **\$1 (10-day) trial** will also [receive a huge bundle of bonuses worth \\$121](#)

Learn how to get more web traffic, discover how to convert more browsers into buyers... **and get \$121 worth of bonuses all for Only a Buck** - but **act now**, because the **only way** to be sure you will get the extra-extra-extra bonuses by **jumping on this offer before this offer ENDS**. There will be a limited supply, so once they are gone, they are gone, whether that's before, during the webcast, or the rest of the night of the webcast.

Go Now to [www.NitroMarketing.com/trafficology.php](http://www.NitroMarketing.com/trafficology.php) to get this time-limited package offer...

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