

The Science of Trafficology Webcast Training Transcripts

Featuring Kevin Wilke, Matt Gill
& Special Guest Dearl Miller!



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

LOCATION: www.trafficology.com/webcast

Trafficology: www.Trafficology.com

Special Offer Quick Link: www.NitroMarketing.com/trafficology.php

Kevin Wilke:

I want to welcome everybody to tonight’s webcast. It’s going to be all about how to get more targeted traffic and then also how to convert that traffic into results, which is what I think we all want. Tonight’s webcast is going to cover 90 minutes of top notch content. Then after we cover 90 minutes of content we want to tell you a little more about our Trafficology website and also a [special \\$1 trial](#) for everybody on tonight’s call can receive and then for everybody that wants to listen about Trafficology at the very end of the call we are going to give everybody a \$97 gift for listening to the call. So I will turn it over to Matt to start things going.

Matt Gill:

Cool, well, what I am going to do now is introduce you to our special guest speaker for the evening and his name is Dearl Miller and Dearl likes to refer to himself as a trafficologist and you are going to find out what that means tonight and I know it sounds like a funky, made up term, but what that is all about is the scientific proof behind what goes into documenting proven traffic results and proven traffic conversion and Dearl is going to talk all about what [Trafficology](#) is and he is going to give some of the little known incites into what he talks about to the members over at www.Trafficology.com and I guess without any further ado, I’ll turn it over to you, Dearl

Dearl Miller:

Well thank you very much Matt and thank you, Kevin. It’s great to be here tonight and thank you for tuning in, for taking time out of your busy schedule to learn about web traffic creation and conversion. You may not realize this now but web traffic is one of the most crucial factors in the long term success of your business and by the end of this webcast you will clearly understand exactly what you can do to increase your volume and the value of your online customers. More specifically, you are going to learn what web traffic science is and why it is important to your business. You are going to learn why people spend money online. You are going to learn the four types of web traffic and you’ll discover how to find the most profitable customers. But you know what, you can have all the traffic on the net and it doesn’t matter if they don’t buy anything. So not only will I explain how to drive traffic to your site but I will also show you the exact steps necessary to turn all that traffic into satisfied, profitable and most importantly life long customers. You’ll also find out how to get more sales from the traffic you already

have and you will see how the words that you use determine how much money you'll make. At the end of this call I want to share with you my very best web traffic tips. I am going to explain how you can learn more about [Trafficology](#) for free and I'll show you where you can find everything you need to become a web traffic expert for only \$1. We have a lot to cover tonight, so let's get started.

Did you know that web traffic is a science? It's not magic, it's not a trick, and it's not a secret. There is a fundamental law and the underlying principles that govern why people visit a site and why people purchase online and that science is called Trafficology. More specifically, Trafficology is the science of web traffic creation and conversion. It is the study of drawing profitable visitors to your website and turning those visitors into satisfied life long customers. No secret potions, no magic wands, no tricks and no scams. Trafficology is fundamental business and marketing principles. Trafficology uses time tested web traffic creation and conversion techniques and Trafficology uses research to develop new and better ways to bring traffic to your site and convert it into visitors and customers. So quite simply, by studying Trafficology you can discover the step-by-step method of driving the most profitable visitors to your site and the complete process of turning those people into satisfied, profitable customers. And what does that really mean for your bank account? Well, as you will see when you start to look at web traffic from a scientific prospective, you will learn that in reality, if done right, web traffic should pay for itself. A lot of people are looking for free traffic, everyone likes to get stuff for free but maybe free is good for cell phone minutes or chili recipes but when it comes to web traffic it's not the smart way to do business online. Instead of trying to get free traffic you need to concentrate on web traffic that pays you... that's right, you don't want free traffic, you want profitable traffic. That's the way to do business online. The way to get profitable web traffic is to look at it from a scientific perspective. Let's go through a couple of statistics here quickly.

Kevin

Hey, Dearl, if we could just - I think that's a crucial point that you just covered right there so I want to make sure that everybody really understands this. I think a lot of people out there are always looking for ways to get free traffic because they don't have a whole lot money to spend and they think like that to pay....

Matt

Oh we just lost Kevin...

Dearl

What Kevin was explaining was that a lot of people want - think that the first way that you should go to get traffic is to go to the search engines. Such as Google, Lycos or Yahoo and while those can be good ways to get traffic the better way to start out with is to do research and find out which keywords actually convert into sales. We are going to talk about that today and go through examples and show you exactly how to find the key words that convert into sales. Once you find the keywords that convert into sales instead of spending the time to go into search engine optimization you can immediately find traffic that will pay you by doing pay per click advertising. As long as you can do the

calculations and when you calculate and find out that by buying the traffic the revenues generated from the purchase of the traffic is profitable then you are actually better off than waiting the 30 - 60 days it is to get into a search engine.

Matt

Uh-huh - that makes a lot more sense Dearl.

Dearl

Ok, if Kevin's not back – I thought Kevin might be back

Kevin

Yeah, I'm back. Sorry about that. My phone decided to go dead on me.

Dearl

While you were gone, I just talked a little bit about it but I thought you might want to clarify it a little bit more about the point you were trying to make.

Kevin

I was just saying that a lot of people out there think that the secret is to get more free traffic and they don't want to pay to get traffic because its expensive and they don't have money to spend but if you look at it the opposite way that this is traffic that you are paying to get and if you are doing smartly that is going to turn into customers and you are actually going to make money on that traffic, make money on that traffic, so really you are not paying for traffic because you are recouping that money right away. It allows you to buy more and more traffic and grow your business larger and larger. I want to make sure that everybody clearly understands that if you are buying traffic the right way and doing it how we are going to talk about tonight that it is actually a profit center for you and not an expense. That's like a very crucial point to understand.

Matt

Awesome point, yeah.

Dearl

Right, well especially when you start using metrics and measurement then you can turn your expenses into an investment and a much better investment than you can actually get from the stock market or much better than anything because then you get into compounding, which we will get into that tonight.

Kevin

You did some pretty interesting statistics you have here Dearl. Let's go through these real quick.

Dearl

Ok, the first statistic I wanted to discuss here was a recent survey by TechTV and they discovered that only 42% of e commerce websites are generating any revenue at all. That means that 58% are not generating anything – 58% of all websites. That means that almost 60% of websites don't even make enough money to pay for their domain name. Now let's think about this... if 60% of all e commerce websites aren't making any money at all, then how many websites do you think are breaking even?

Matt

Very few I'd probably guess.

Kevin

Yeah.

Dearl

But, when you use Trafficology you can learn how to take a website that is just sending you a bill every month and you can turn that into a business that is sending you profits every night. That's the power of Trafficology - by being able to turn around a loss, a money looser and turn it into a profit center like Kevin was saying before and it's not that hard and it's not complex, it just takes a little bit of discipline and understanding to make it work.

So you are probably asking yourself, why do you need Trafficology. Why can't you just do this on your own. Well let's see how the internet community in general is doing on their own. Did you know that 70 percent of all visitors that come to websites with their credit cards in their hand ready to buy a product leave without making a purchase? In a recent study people were given money to visit websites and to make purchases and they were told exactly what to buy and were even given a credit card. Of these people, 70 percent of them were unable to complete the sale. Seven out of every ten people who knew what they want and wanted to spend money online but couldn't. They just got so frustrated with the whole process that they just ended up giving up the money.

Now combine that with the idea that it's generally accepted that a 10% conversion rate is exceptionally good, that means that 9 out of every 10 visitors that come to your site leave without making a purchase. It is actually more than that; it's close to 9.7 or 9.8% out of ten, people leave without ever making a purchase. Now think about this what if a physical store worked like that what if 70% of the average offline customers who were ready, able and willing to buy but they couldn't find what they were looking for. What if 9 out of every 10 people who went into the grocery store left without getting anything for dinner and then another interesting fact here is that 85 percent of all visitors to new websites leave because they don't like the design. Now if you take all of this together what it really means is that the majority of the websites out there are not using the most basic business and marketing fundamentals. They are not thinking about their customers, they're not thinking about what their customers need; they are not thinking about what their customers want. And they're not helping their visitors purchase what they are looking for. I guess people think that doing business on the internet is different than doing business offline, that you don't need to worry about your customers. But in reality

we can take the basic fundamentals of business and marketing and apply them directly to online business and make significant gains in web profit.

So let me make this clear. If you have a website, then you have four options. You can continue what you are doing now and you can lose 70 percent of customers everyday or (2) you could try tricks or scams but most tricks only work for a couple of weeks and in the long run, tricks and scams will actually hurt your business. Your third option is to hire someone or to buy traffic but if you don't hire the right person or if you don't buy the right traffic then all you've done is throw your money away and even if you do buy good traffic you still have to convince your visitors to make the purchase and if you don't understand web traffic science, a majority of the traffic will never buy and will never convert into paying customers.

So your fourth option is you can use sound business and marketing fundamentals to draw customers to your website and use time tested conversion techniques to turn those visitors into satisfied paying customers. So those are your choices. Now in order to make an informed decision, what I'm going to do is I'm going to explain to you the real reason why people buy online. And you know what, most experts really don't understand this. Most people think that people buy online because purchasing something online is easy or convenient or they think that people buy online because of the taste or the color of the fabric. Some people even think that people purchase online because the prices are lower or the selection is greater but in reality the reason why people buy online is the same as the reason why people buy offline. People spend money because they have a want or desire that needs to be filled and it's our job, it's your job as a web marketer to identify what your customers truly want and then offer that product that fills their desire. So the reason why people buy online is because they have a want or desire that is filled by making the purchase of your product.

Now, another thing that would be helpful for people to understand is that there are four different types of web traffic – there are four different types of visitors to your site. The first type of visitor is people that found your website by mistake. They are not really looking for what you are selling. For these people the only way that you can help them is by clearly stating what you have so that you don't waste their time or your money. Also by clearly stating what you do you plant in their mind your brand so that if they ever do have a need for your product in the future they'll come back. The second type of web traffic are people that have a desire, They don't know what fills their desire and they may not be ready for a solution yet. It's your job to grab their attention and clearly explain what your product or service does to fill their desire. Not only do you have to sell your brand of the product you also have to explain how this type product actually fills what they want.

Now the third type of web traffic are people who have the desire, they know what type of things fills their desire but they are not really sure what they want and they are evaluating different brands or different solutions. These are people who are comparison-shopping and it is your job to clearly explain why your brand is superior to the other brands out there.

The fourth and final type of web traffic are people who have the desire, who know what fills their desire, have the credit card in hand and they are ready to buy as soon as they find it. These are people who are already sold on your product. They just need the system to be easy in order to quickly find your site. Now this fourth group is what we call targeted web traffic and we call them targeted traffic because they know what they want and they are ready to buy. Now amazingly only 30 percent of this group actually makes a purchase even though they are ready to buy, even though they want to buy online and they found the products that they want, only 30 percent of that group actually makes a purchase. That means that seven out of ten people who want to spend money, who want to purchase a product that you are selling leave your site unsatisfied.

So how do we find the customers that give us the money? To find the customers that are going to buy your products online, its not hard. Now that you understand that there are four different types of web traffic what you need to do is you need to bring more of that fourth type of traffic to your site and then you need to improve your sales profit to increase the conversion rate. Once you do those two things, then you'll see your profit increase immensely. It may sound pretty simple and at the core level it is, but there are many things that you need to understand in order for this process to work smoothly. Internet is a powerful sales and marketing resource and its only going to become more competitive as time goes by. Big businesses are going to try to buy as much traffic as they can and plenty of people are going to try to use tricks and scams, but the intelligent business owner and the savvy marketer, they'll use web science to draw a consistent flow of tightly targeted traffic to their website and they will develop effective, efficient sales process, one that is built around marketing and business fundamentals and because we use this traffic science, because we understand our customers and what our customers want and because we work to help our customers and we use these fundamental business principles, we are going to be the ones in the end that are successful.

All right, I think I've talked enough about what web traffic science is and why you use web traffic science on your website.

Matt

Hey Dear! I think you made some great points there that most people don't understand or considered about the different types of traffic and when you talked about hard it is to convert – well not hard - the challenge of converting even highly targeted traffic, just imagine how hard it is to convert that unqualified traffic into sales. That's where a lot of people really get frustrated, waste a lot of money and just really run into a lot of trouble is by buying what I call junk traffic and they don't see any sales at all come from hundreds of thousands of visitors and they get really frustrated at marketing and selling online but as you pointed out when you apply Trafficology you draw in that highly targeted traffic you have a much greater – well you have an audience that's really looking for what you have and they have money and are wanting to pay money. So, it's quite a bit easier and then when you apply the information that I know you are going to get into here a little bit later it becomes a lot easier to do business.

Dearl

That's completely correct Matt. I would say that's one of the number one takeaways that people need to understand is that the difference between random or what I call random traffic and targeted traffic, like you were saying if you are trying to get random traffic or junk traffic by a lot of different programs that don't discriminate between the different types of traffic that don't allow you to focus in specifically on a tight niche, if you don't focus on the people that are looking for you and the people that you can serve and you just bring anyone to your site all you are doing is wasting your time and your money and jeopardizing your financial future. Now if you spend that little extra time to think about who is looking for you and how to get those visitors to you, then you really have a gold mine there to bring people to your site because people really aren't doing that and when people start doing that, when website owners really start to focus on the people that they actually can serve and don't spend their money on the other people then they can really increase their profitability there.

Matt

That's like if you operated a vegetarian food store, you wouldn't want just regular old meat eaters coming in that are not interested in your product but when you can effectively draw in other vegetarians then you have a lot better chance of selling some of your merchandise.

Dearl

That's completely correct.

Kevin

So I guess what you are talking about here is really a two-step process. The first step is to get the right kind of people coming to your website and then the second step which you are also going to cover tonight is how to effectively get those people to buy or purchase your products and unfortunately a lot of people out there aren't doing either step correctly so I think we are going to cover a bunch of great ideas tonight to help everybody out there to do both steps correctly

Dearl

Yes sir, yes sir and that's kind of part of the problem and 90 minutes is not really enough time to explain everything in detail so what I'm trying to do today is give everybody enough information so that they can start doing something today and then we are going to explain these things but I wanted to let everybody know that I have a free e-course if you go to www.Trafficology.com you can find out a whole lot of more in depth information so if I don't go in depth on all of these topics you can find that information by going to www.Trafficology.com

Matt

I know that you do have some excellent information to cover so let's go ahead and move forward and get into some of that nitty gritty stuff. And don't forget that we are giving

away that \$97 prize at the end of the training as well as you are going to reveal one of the best traffic tips that you've come across in the last few weeks with everyone.

Dearl

Okay, so let's get into some of the specifics. First, the key to getting a number one rank on Google is your keywords, it's that simple. Nothing else. If you want a number one rank on Google, focus on your keywords...now hold on a minute, this isn't as easy as you think. Here's the real story there's different types of keywords, so there's different classifications of keywords. There's good keywords and there's bad keywords. Good keywords get a lot of traffic and bad keywords don't get any traffic at all. Anyone can get a number one ranking on Google for a bad keyword that doesn't have any traffic; in fact, I would bet that everyone here has at least a one number one ranking on a bad keyword somewhere.

So how do you really focus on getting a number one ranking on Google that's worth something. But that's a lot of hard work and it takes many months really and if you hire someone it's going to cost you but there is two reasons why you shouldn't give up. The first reason why you shouldn't give up on trying to get a number one ranking on Google is because you don't really need to get a number one ranking on Google. In fact, all you really need is to be in the top ten and the second reason why you shouldn't give up is because it's not black or white, its not good keywords or bad keywords, it s a continuum, there's a whole range of keywords and in fact you can make a lot of money with what I call better keywords. And we are going to get into that right now.

But first of all let me explain a little bit more about why you don't have to be number one, in fact there have been some studies that explain that the number two and number three keywords in Google convert better than the number one position because the number two and three positions people are making more of an analytical decision. They looked at the result, they read your tag they didn't just click on the first result. Also, most of the traffic on the first page of Google for any keyword that has any amount of traffic, if you are just on the first page then you are going to get a significant amount of traffic so it's not essential to get a number one position. I mentioned something what I call better keywords. There are bad keywords that don't get any traffic and there are good keywords that get a lot of traffic then what exactly is a better keyword and how can there be a keyword that's better than a good keyword?

Well as we just learned that there is four types of web traffic and let me explain that they are not all equal so would you rather have someone who's looking for your brand that doesn't know even what type of product you sell or would you rather have someone who knows what your brand is and knows what products you sell and is coming specifically to you. So let's break that down into two classifications - again that's random traffic and targeted traffic. Let's go to an example. Let's say that you sell digital video cameras. If you were trying to get positioning for the keyword of digital camera, that's one of the most popular keywords on the internet and to get a top ten ranking isn't going to be that easy because there is over 1.2 million other websites that are for digital cameras. Also notice that the word digital camera is very broad. So remember if you only sell digital

video cameras. This means that the traffic for digital cameras, they don't necessarily want to buy a digital video camera. Traffic to a digital camera is what I call random traffic because someone might want to buy a digital regular camera, they might want to buy a lot of different types of digital cameras than a digital video camera. Because they don't know what you are selling, they are not in your target market. But watch what happens if you make your keyword more specific and if you instead target the keyword Sony digital video camera, now you can be competitive with the 519 other sites and then you will be getting a number 1 or 10 ranking out of 519 sites is a lot easier than getting a top ten ranking out of 1,200,000.

Now I know that example wasn't very clear but let me break it down like this. There are different kinds of keywords, the more specific your keyword is, the less different sites you are going to be competing but also the more specific your keyword is, the more closely matching the desire of the visitors so the more likely they are to purchase what you are selling. So even though there is what they call good keywords which get a lot of traffic, those people aren't looking for your product, so if someone is searching for digital cameras, they don't even know what kind of camera they want, they don't even know.. it's kinda like searching for a new car, if you are searching for the word new car, you don't even know what kind of car you want. But if someone is searching for the term Ford F150 then they are ready to purchase a Ford F150. You understand what I'm saying?

Matt

That makes a lot of sense Dearl, it really does. The more specific you can get in your search terms the more targeted traffic that you are going to draw to you, so instead of just being in a basic category you can add more qualified descriptions of that product and you are going to draw in more highly targeted traffic.

Dearl

Exactly, people might type in general terms but they are not ready to purchase. When people are ready to purchase they are going to pick the very, very specific keywords. Now you probably want to know how can you find these keywords right?

Kevin

Hey Dearl, I want to make it clear that this doesn't only apply to search engine optimization but it also applies to pay per click advertising as well.

Dearl

Absolutely, absolutely and in fact in a second I am going to explain to you exactly how to use pay per click advertising in order to make these better keywords even more profitable.

But first we need to understand how you find your better keywords. So now you know that what you need is you need to focus on keywords that are specific to your market, they may not get as much traffic as the big keywords, but they are more specific so that the people are more likely to purchase. So how can you find those keywords? Well, the

fundamentals of business and marketing concept is that people buy based on how they feel. So the first thing you need to do is think about how people feel. So think about your customers - here's the process, you think about your customers and what they want and why they would buy your product. Think about what emotions they have and what wants they're filling by buying your product.

Kevin

Hold on a second Dearl; let's give everybody a quick check. We are on point 18 right now on how to find better keywords, so to make sure everybody is on the same page as we are if you are following along on your cheat sheet.

Dearl

Exactly, we are talking about how to find better keywords. The first point – the first way - there is a 5-step process to find better keywords and the first process is to think about your customers. You've got to understand why they are buying, what emotions they are using and what want they are filling. Once you understand that then you create a short list of about 10-20 emotion packed terms based on those wants and desires. Then the third step is to generate more terms using an automated research tool. There are several good tools out there and a couple that I recommend are called Pipe or Wordtracker. Now if you've never heard of these tools then you can go to <http://www.Trafficology.com/research> and find those.

Kevin

What was that link again, Dearl, so everybody can write it down?

Dearl

<http://www.trafficology.com/research>

On that page there is a whole listing of automated keyword search terms and then I explain which ones are free and which ones have a 10 day trial or some you might have to pay a couple dollars for but those are the best keyword search tools that I have found. And again the two that I would recommend off the top of my head, would be Pipe (Product Idea Profitability Evaluator) and Wordtracker.

Matt:

Do you have a link for that Pipe?

Dearl

Yes, at www.Trafficology.com/research there is a link for both Pipe and Wordtracker. In fact, both of those are free, they both have a free trial. So what you are going to do is take those 10 – 20 words that you came up with to begin with and you are going to put those into those tools and out of those you are going to get a list of about 100 – 200 terms and that's step number 4 and step number 5 is to narrow down the keywords based on traffic and competition. What that means is that when you put those terms again into the automated tools you are going to find out how many searches there were for each one of those keywords and then on top of that, you are going to find out how many other websites there were that are focusing on those keywords. You take those two numbers

and you cross reference them and you find the keywords who have the most amount of searches, the most popular keywords but with least amount of competition. Ideally, something that has been very successful when using Wordtracker and starting to do with Pipe, ideally, if you can find the words that have a lot of traffic and only one or two competitors you can really make a lot of money doing that alone. If you only did that one thing, if you just used Pipe and Wordtracker and found the keywords for your niche that did not have any competition but had a lot of traffic you could run your whole business on that.

Matt

You know what Dearl, what you mentioned when you were setting up your presentation is starting to make a lot of sense. Whenever you apply these scientific principles, it's really not that hard and you start focusing on these areas where there is not much competition but a lot of traffic or demand then it is a lot easier to do business than if you are either just guessing at what terms might work or if you are going into a market where the terms are so broad there is a lot of competition and there's not a specific product people are looking to buy.

Dearl

I will give you an example off the top of my head, one that I researched myself personally. Now people looking for truck parts, there are a lot people looking for truck parts but has a lot of competition. Now if you take the word truck parts and make it more specific for example if you look for F150 truck parts or F150 flare sides or something like that, you still find a lot of people searching for that term but there's not a lot of other websites optimized for that term. So what happens is once the people search that term you are automatically going to get a number one ranking because there is no one else there competing against you. Does that make sense?

Matt

Yep!

Dearl

Ok, there's a lot more stuff to go thru here. Once you find your better keywords, then you look at the terms. What are some ways to find more, better keywords? You can look at the terms that your competition are using, this is point 19 on the cheat sheet is you can look at the terms that your competition is using or you can look for common misspellings or synonyms or look for brand names or other related keywords. That's a big thing is brand names or related keywords that are not necessarily variations of the same word but that people would be looking for that didn't know exactly the wording to use.

Matt

Uh-huh...

Dearl

And think about this, the point of your keywords are to draw people to your website who already want your product, they want the product that you are already selling and they already want to purchase it, so if you can find the keywords that bring those people that are ready to buy then you can sell to them very easily. Now the better keywords will bring people to your site who are interested in what you are selling. There is another classification of keywords, what I call best keywords. Best keywords will bring people to your site who are actually ready to purchase what you are selling, that they have the money, they are ready, willing and able to purchase.

Is it all clear about how you find better keywords or should I go over that one more time?

Matt

No, I think you've mentioned all the primary things to look for and research and compare and brainstorm. I think we are good there.

Dearl

Okay, so now once you find your better keywords what you need to do is find your best keywords which are the keywords that are actually going to convert into profits which are almost guaranteed to convert into profit is to run your better keywords through a Google Adwords campaign.

Matt

Are you saying these are the best of the better keywords?

Dearl

Yes you take your better keywords, which are the ones that had very little competition but a lot of traffic and you take those keywords and then you put them into Google Adwords and run a very small campaign and you find out what words people are actually willing to purchase your product with.

So that's number 23 here, is you find a list of 20-30 better keywords, you open a Google Adwords campaign and then you run a test campaign with your better keywords. And then you use the Google control panel to identify exactly what keywords are drawing the paying customers. And then the keywords that actually created into sales, those are what I call the best keywords.

Matt

So like for the newbie or the beginner web marketer, is it pretty hard or easy to open a Google Adwords campaign to start testing those better keywords and identify which ones are drawing in the paying customer?

Dearl

Well actually it is very, very simple and I have a video, as a bonus to this call is a video that shows you the exact step-by-step process of how to find the keywords and how to go

through a Google Adwords campaign, how to enter those keywords and then how to track the conversion.

Awesome, so you just walk them right through step by step exactly how to do that?

Dearl
Exactly.

Kevin
And that's part of the [\\$1 trial](#) for tonight?

Dearl
That's right - everyone who does the [\\$1 trial](#) will get a special report video which shows people how to use Google to search in your keywords and how to do the individual keyword conversion.

Matt
I saw that, it's a pretty cool video. How long is that - about 10 or 15 minutes?

Dearl
It's not long because it is a very simple process, it's not something that you have to spend days learning it's something that you can go through in about 10-15 minutes and master the whole topic.

Matt
Cool. Okay, let's move on.

Dearl
So after you find your best keywords, the next thing you need to do is you want to evaluate your pay per click profitability. Now, the problem with...when you evaluate your pay per click profitability, what you are doing there is you are trying to understand exactly how much profit you can bring out of using the Google Adwords and now Kevin, explain a little bit what you were talking about by using pay per click.

Kevin
What do you mean?

Dearl
You had mentioned – I want to go into that right now. You had explained how you are using pay per click to compound your profit.

Kevin
Oh yeah. So lets say you pay \$5 to get traffic from the pay per click engines, but in turn that brings in \$10 to you. So now you can go and take that \$10 and bring in double that

and bring in \$20, and \$20 into \$40 and it keeps on building on itself and all it cost you was that initial \$5, so it is a great way to compound your investment.

Dearl

How much money do you think you can make out of that?

Kevin

Well lets say you spend \$5, brings in \$10 and your product cost was like \$2, or let's just say your profit actually is \$10 after subtracting out all of your other costs, you made a \$10 profit.

Dearl

So what you do then is after you made that \$10 profit is you take that \$10 profit and put it back in and then increase it again.

Kevin

Yes, and next time around it might be - if you double that again it would be \$20.

Dearl

And then you could do it again

Kevin

Yep and then you can start using other pay per click search engines and just keep on growing it larger and larger. The secret is getting it started and testing like we are going to talk about tonight.

Dearl

And we would do that first before we did our search engine optimization because first of all you can do it immediately and you can get started with a very little bit of money and you can start getting profit in your hands immediately. Secondly, search engine optimization is a long process and it is an expensive process and you can actually use the profits that you get from your pay per click advertising to fund your search engine optimization and once you have the search engine optimization and the pay per click running together then you are making a lot of money.

Kevin

Where here's another Dearl, it would be a huge waste of time if you spent all your search engine optimization time and money to optimize your site for certain keywords only to find out that they don't convert into sales. So by using pay per click you can find out what keywords actually turn into sales. So you know those are the keywords you want to also optimize your site for.

Dearl

Exactly. Let's quickly go through the four step process to track individual key word conversion. The first step to track individual keyword conversion.....let's explain what

individual keyword conversion is first. Once you find your keywords, the words that turn into money are conversion. Now, before a lot of people what they used to do is they would take all their keywords together and they would track them as one big pot of keywords, but say you have - like I recommend that you have 100 keywords in your campaign, if you don't differentiate the difference between the profitability from one keyword to the next and you don't know which keywords are making money or which keywords are losing money, and so what happens is if you track each keyword individually, then you can identify the keywords that are losing money and get rid of those out of your campaign and only focus on the keywords that are making money and once you focus on those keywords then you can reinvest into that and increase your profitability very quickly. So let's go through that process real quick.

Here's a simple four step process to track individual keyword conversion. First you find the 20-30 better keywords. Those are the popular keywords that have little competition. Next you open a Google Adword campaign, you run a test campaign with the 20-30 better keywords and then you use Google Adwords in the control panel to identify which keywords are drawing your paying customers. Those are the keywords that created sales. I used specific keywords that drew visitors who were ready, willing and able to purchase online. Think of it this way, the best keyword will tell you exactly which keywords you need to use to be profitable, sure you could use the other keywords, you could use good keywords or better keywords but you would just be wasting your money. By tracking each keyword individually you can identify which keywords are making money and which keywords are losing money and then stop paying for the keywords that are losing money. But if we take it one step further and we can take that money down that we saved and put it back in as we talked before so we can now convert more money, since we know the ones that are already making money.

Okay, well I wanted to do an example here, but in order to really do this, you need to see it, so I am going to turn that example into a video and I am going to send everyone that video of exactly how to take it from the thought of what your market is all the way to researching the keywords, understanding what your research is and then taking those, turning them into better keywords and then running them through Google to find your best keywords. I am going to do another video and send it to everybody on this call. It's kind of hard to explain on a call.

Kevin
That's pretty cool.

Matt
Sounds great Dearl.

Kevin
All right. So just to get everybody caught up, where are we on the cheat sheet?

Matt

We are on 25, I think.

Dearl

Right, that's correct. I think we talked about compounding out of order and I wanted to let everybody know that, remember, how Kevin mentioned that all you really need is a \$10 product and you can find that very easily at nitroaffiliates.com... you can find a lot of products to sell for a lot more than \$10 and that brings us to 27. So now we'll talk a little bit about search engine optimization.

Kevin

Oh yes, I think we also covered 28 as well, based on everything that you talked about in evaluating what keywords convert into sales, you know the exact keywords to focus your search engine optimization efforts on, so that's 28.

Matt

Hey Dearl, I know I'm really looking forward to hearing later on in the presentation, we are going to be talking about split testing your website, the changes that you make and make sure the changes that you make improve results or if not if they are hurting results then you know what made that change and why, so I think that is coming up later around bullet 55, but first I know you are about to get into the search engine efforts here.

Dearl

Well, what I wanted to explain about search engines - well what I planned on explaining about search engines today was about finding your keywords. It doesn't matter how you, whether you are using search engine optimization, or pay per click, or link building or list building or even joint ventures, or affiliate programs, it doesn't matter how you create your traffic, convert that traffic into sales, everything starts with understanding your market and finding the best keywords for your product or service.

Now that we know how to bring the paying - again, we want to talk a little about search engine optimization. The basic principles behind search engine optimization is that once you find your keywords then instead of working really hard and finding all the tricks and techniques, what you do is you create a website that's built correctly. When I say built correctly I mean you use the tags that the search engines are looking for because the search engines are looking for sites that are built correctly, which are sites that have a lot of content, sites that have your keywords in the title, sites that have keywords in the H1 tags or in the img/alt tags. Again, I explain all of this and I go through examples specifically in the e-course and show you where to put all of the different keywords, but the point of search engine optimization is again - is that if you have your market and you understand where you are coming from then you can very easily with very little work monopolize your whole niche by developing the keywords and then developing several sites based on that keyword. Does that make sense at all? Sorry, I kind of got off track here and I lost where I was going with this.

Matt

That's all right.

Dearl

Now we are on number 29, which is what is the most important factor for the success of your business?

Matt

Well I would hazard to guess it is probably not just getting traffic to your site, there's got to be more to that, you need to be successful at doing something with that traffic.

Dearl

That's right by bringing the targeted traffic to your site you can significantly improve the chances of making a sale, but it doesn't matter how ready, able or willing a customer is if they can't find the product they are looking for or if they can't quickly and easily complete the check out process, then they are not going to buy anything if they can't find it. So that's why traffic conversion is the single most important factor for the success of your business. That's not a question, it's a fact and I can prove it. Now conversion is turning lookers into buyers. It is taking visitors and making them into paying customers. If you don't have any customers, that is if no one buys your product or service then your business is a failure.

Matt

It doesn't matter how much traffic you have coming if you are not able to do anything with it, huh?

Dearl

That's right. You can have a site that only brings 10 people a day to your site if 5 out of the 10 people buy your product and you are selling a product for \$100 then you're making \$500 a day, but if you bring 10,000 visitors to your site and you only make one product that's a \$100 product, that's only \$100 a day. The amount of traffic isn't important, it's the quality of the traffic and it's what you do with the traffic once you have it on your site and that's what Trafficology is all about. It's about using the scientific principals to bring the traffic to your site that's already looking for what you have, that you understand what your customers want and draw those targeted traffic to your site and then Trafficology is about what to do with the visitors once they get to your site. There is a lot of different ways besides pay per click advertising and search engine optimization to bring people to your site. For example, you could partner with other people who already have the type of traffic that you are looking for, you can build affiliates forces, there's a lot of different ways, you can do link building, there are a lot of different ways you can build, but what really is important is what you do with the people once you get them to your site. So lets look at an example of that is all of the technology companies in the early 2000s, many of those had plenty of visitors and they offered a great service. Most of them did not have an affective way to turn visitors into satisfied, paying customers so they failed and the fact is if you don't have an effective mechanism to turn visitors into buyers, you are going to fail too, and that's the truth. The point of business is to exchange a product or service for money and that's how it's worked every

since the Egyptian days and the internet didn't change any of that and so everyone no matter who you are online or offline you must convert your visitors into customers. Trafficology deals with not only getting quality traffic but also what to do with it once you get them to your site.

I would like to share with you more facts here about traffic conversion. It is a fact that almost 50% of visitors are lost because they can't find the content and that 40% of repeat visitors are lost because they had a negative experience and again my favorite one is a quote here is "that 70% of people who are ready, willing and able to buy don't buy because they can't find what they are looking for." Now remember that one from before it's amazing that people come to the site already wanting to buy what you are selling but they end up leaving because they can't find what they are looking for. Think about it if you can improve that conversion rate, if you can improve that percentage, if you can turn that just to get half of those people that already want it, you can increase your sales over 233% without spending anymore money, just by changing your site so that the people can find what they are looking for and the people understand that you are selling what they are looking for. So how do you improve the conversion of your site. Just as there are many ways to increase the traffic, there are many ways to improve conversion. The single most important factor to converting web traffic is copywriting. Copywriting is the process of turning words into cash. Copywriting is the selling of your product through written words. More specifically, web copy of the words that your website uses and web copywriting is the process of writing the wording for your site. Now the job of your website is to: 1) explain how the product fills the want and desire of the customer and 2) to take the customer's order as fast and quickly as possible. Those are the two primary functions of your website. To tell your customers, "hey this is what I'm selling" and (2) to get their money. Now the point of copywriting is to clearly communicate the value of your product or service to your visitors.

Kevin

Hey, Dearl. We just covered a whole lot of things there and I have a feeling there are a whole lot of people out there who are frantically trying to write this down. Let's just quickly review those last five points so they can get it written down.

Dearl

Sure, point number 29, that the most important factor to the success of your business is conversion. If you can't convert business into sales you have no cash and you can't continue.

Matt

And conversion is actually the act of turning those visitors into paying customers.

Dearl

That's correct. That's point number 30. Now point number 31 is that the point of business is to exchange a product or service for money and if you can't do that your business will fail.

Kevin

And of course the most important factor to converting traffic is copywriting and copywriting is the process of turning words into cash. So it's the words that you put up on your website that people read.

Dearl

Exactly, specifically the web copy is the wording on your site and so web copywriting is the process of developing the wording of a website that sells something. And that brings us to number 36 on your list which is that the point of copywriting is to clearly communicate the value of your product or service to the visitor of your website. I think everyone should be caught up now.

Kevin

Great.

Matt:

Now what's the purpose of writing effective copy?

Dearl

The purpose of writing effective copy is to explain to the visitor of your site what you are selling, explain to them how your product or service fills their desire. Because remember we talked about the fundamental business rule is that people buy based on their desire or what they want, they don't care about the color of the product or the feel of the product, when buying something people have the desire, something that they want filled so the fundamental business principle there is that when you are copywriting is to explain how your product fills the customer's desire. Does that make sense?

Matt

Yes.

Dearl

Okay, now let's go through this. The first step of copywriting is to understand the wants and desires of the people who use your product. Now if you did the research of finding keywords that we talked about before then you use a lot of that same information here. Once you understand the wants and desires of your visitors then you need to think about how you can frame your offer to them. Now remember you are not selling a product with physical features, you are selling a solution to a problem that the customer is having. So you are not going to talk about the product's specifications when you write your copy you are going to talk about the benefits and how your products fills the wants and desires of that visitor.

Matt

Now Dearl what you just talked about I think is one of the biggest tricks to writing effective, compelling copy. I've studied copywriting for quite some time now and when I look at a lot of websites online this is the major thing that I see that people are doing

absolutely wrong. Now what you just said is do not point out the specifications or the features of your product because when it all comes down to it, your prospects could really care less about that, what you need to do is effectively get across and communicate the benefits that they are going to receive when they purchase your product and a lot of times those are based on emotions and just generally speaking it's a benefit or something they're going to - a result they're going to get after they receive your product. So I hope this makes sense. This is something that everyone should keep in mind when they are copywriting for their website.

Dearl

Also, people need to understand when they are writing copy is that your website is really a sales presentation and it's a presentation that needs to go through 4 things. This is number 37. Your website is completely dependant on your copy to qualify your prospects, to give your sales pitch, to close the sale and then to take the order. So when writing the copy for your website you need to create that sales presentation that grabs a visitor's attention with a compelling headline. After you have the headline then you want to transition them by drawing the reader's interest by creating a connection between the reader's problem and your solution. Third, you want to peak the desire of the reader by making an emotionally compelling and a believable case for your product and fourth, you want to motivate that reader to take action to fill their want and desire by purchasing, you want to call them to action you want to say that by purchasing your product that they will no longer have the problem that they had before. You get their attention, you draw their readers interest in, you peak their desire and then you show them how your product solves their problem, in saying buy this product and your problem will be solved, that is the general job of your copy on your website.

Matt

Very well explained.

Dearl

So make sure that when you write the copy for your website that you walk the reader though each of those steps. If you do not cover every one of those steps then your reader will get lost in the process.

Matt

It is important to cover them in that order as well.

Dearl

Exactly

Matt

And don't forget on that last step to make a clear call to action. I have seen a lot of mistakes people make where they just kind of fizzle out at the end of their website copy

and no clear offer or call to action is made so don't be hesitant to tell them exactly what they need to do and exactly what action you want them to take.

Dearl

And also, we talked earlier about using keywords and the research for doing search engine optimization, pay per click but when you write your copy that research that you did there you can use what you learned about the readers deepest emotions and to compel them to give you their money in exchange for the solution to their problem. For example, have you ever been somewhere where there is a hot day and imagine its July 4th, 2000 and you are in Washington, D.C. What do you think the people who are selling bottled water are saying? Have you ever been somewhere on a hot day and those people selling bottled water?

Matt

Nope, not in Texas.

Dearl

In a packed group what are they yelling? Are they yelling "Dasani! Get your clear bottle with a pretty blue top?" No, No because that's not what the person wants, what the vendor's are yelling is "water, get your ice cold water".

Matt

Quench your thirst and cool off!

Dearl

Exactly. No one cares about the brand or the bottle, they may care that it is \$5 a bottle, but they are thirsty. They have a problem and the price is relevant, but less of a relevant factor if you focus on what the reader really wants, if you can solve their problem and explain and make the connection and get them to believe that you can solve their problem then the price is less of a factor. That story is relevant whether you are on the streets of Washington D.C. or you are on the information super highway, it's the same. Sometimes visitors already know what they want and you just need to show them the order button. Sometimes you don't need to sell people. Sometimes they don't even know they have a problem. You need to explain to them step by step what the problem is, but no matter what the situation is every time you need to help your visitors achieve what they really want and right there is the point of good copy writing. To help your readers achieve what they really want. That's the purpose of copywriting and salesmanship on the web.

Matt

All right, let's take just a real quick break here and regroup before we head into the home stretch. We've got only about 30 more minutes here but I know we need to cover some really important things you've got on the list to cover, things like usability, metrics, and then what I mentioned earlier is how to effectively split test, the right way to do it. You're going to get into that.

Dearl
Exactly

Matt

And then I just want to take this opportunity also to remind people that all these things we are going to cover and the things we've already touched on, finding better keywords, search engine positioning and other things you've covered. You really just kind of touched on those and all these things that we're talking about tonight are covered much more in-depth in the members area at Trafficology which everyone on the call tonight can get a \$1 ten day trial of the member's area and see what it is all about and all the in-depth cutting edge information and hands on training, videos and audios, special guest calls we share with members every single month they can even get that \$600 plus bonus package tonight only that we are going to talk about after the training and we still have the \$97 gift to give away at then end of the call, so let's get going back into the presentation.

Dearl

I just want to make one more point there as you mentioned Matt that I go through a lot of effort to get the very best people such as Alex Mandossein, Joe Vitalie, John Keel on all of these topics to explain to you exactly how to do this stuff that I am talking about and then in the member's area we do actual real case studies. We work together and we go through the process. It's hard to explain everything in a 90 minute call but when you break it down and you get hands on and you are actually doing it like we do in the members' area, then it's very clear.

Matt

Let's get cooking.

Dearl

So the next thing is usability. Usability is nothing more than understanding how people use your website. You may think that when a reader visits your site they come and they read the headlines and they read first paragraph and second and third paragraph but in reality that is not how it works at all. You would be surprised to see how people actually use your site but in reality people just skim and sometimes they read from the bottom up. Seriously if you think about it when is the last time you were at a website and you read all the way from the top to the bottom. Most of the time people skim around and they look for headlines and stuff like that. So usability is neither trivial nor useless, usability tells us how people are actually using the site and then we can take that information and make it easier for users to actually use the site so they can find what they are looking for; remember 7 out of 10 visitors can't find what they are looking for. Usability allows us to design our site so that people can find what they are looking for and it doesn't cost a lot of money and you don't need to focus on bringing more people to your site you focus on the people that you already have there that 7 out of 10 that are leaving and you fix your site and you can significantly increase your product sales.

Matt

Usability is really one of the little talked about things in doing web business that can make a significant difference immediately.

Dearl

Definitely, I keep throwing that number out there but 7 out of every 10 people that come to your site leave because they couldn't find what they were looking for. If you just design your site so that people can find what they're looking for and then you can recapture sales very easily.

Matt

Or find what they are looking for and actually, physically be able to complete the order if there is a complicated order process after they find what they're looking for.

Dearl

So the basic principal behind usability is to "not make me think." That means if the user has to figure out how to use something on your site, so if you have a pretty button or something that's just different and you think it is cool then that's probably a bad idea. No matter how cool or clever it is going to make the user stop for a second and it's going to cost you profits.

Matt

That's right because what you talked about there about "don't make me think." It reminds me about what the great Joe Sugarman teaches...the order process he calls a slippery slope where you make it just as easy as possible for them to find what they want, and get what they want and get through that order process by just sliding down that slippery slope and getting right back in by purchasing your product.

Dearl

Exactly, exactly.

Now usability can also be just thought of as just making your site user friendly. There are three easy ways to make your site user friendly. The first way is to use common sense. If you are going to make the site hard or difficult, don't do it. The second way is to use conventions. There are certain things that people expect in certain places. For example, the navigation of a website, you expect that to be either across the top of your site or down the left hand bar and the home button should be at the very top or at the corner. If these things aren't there and people are looking for them they are going to get confused and leave your site without purchasing.

Matt

This is true.

Matt

That was the second one to use conventions.

Matt

Conventions or common sense or norms or whatever you want to call ig.

Dearl

Exactly. And we are here at number 43 on your list here. The third one is to watch actual users. Now remember just because you and your techie wife and your three buddies understand exactly how everything works on your site, you may have yarn.com or something that doesn't mean that grandma Stella who is sitting in her rocking chair plucking away at the keyboard with her crochet needles and she's looking for her lavender periwinkle yarn, that doesn't mean she understands how your site works.

Matt

What kind if yarn?

Dearl

That's lavender periwinkle one that's special for the Easter Holiday.

Matt

Ok...

Dearl

The point is, you need to look at actual users. If you are designing a site that sells yarn and you don't use yarn then you need to get people that use yarn to use your site and to watch them.

Matt

Provide you with some feedback probably on where they got caught up or what they didn't like or did like.

Dearl

Exactly.

Kevin

You can go over to your friend's house and watch them visit your site and just take notes on how they interact with it.

Dearl

Right, that's the best way to do that if you don't have a budget. You want to make sure that your testers are in your target market. If you don't have a budget the easy way to do that is to watch, for example going with the yarn site, watch your grandma and her sewing bee and go over them and have them take a look at your site or maybe if you are selling video games, go down to your little brother and watch him and his friends use your site to try and buy video games. So we've talked about the most important traffic creation method which was how to find your market and keyword research. We talked about the most important traffic conversion method which is web copywriting.

Now I want to take the next minute to cover the single, most important web traffic technique and that is metrics. Now metrics just means to track and test your site. Now everybody makes metrics seem a lot more confusing than it is. All metrics really is is

you measure what you are doing and then turn that raw data into information that you can understand. Some people call metrics testing or tracking. Seriously, metrics is the key to every successful business both online and offline and so what you want to do is when you are ready to build a business and you start using metrics you are going to see how to improve your business and how to build a business process and exactly what you need to do to maximize your profit. Another way of looking at it is in the offline world advertising is usually an expense, you spend a lot of money but you have no way to accurately track the results, you just spend a lot of money. But on the internet things are very different. On the internet, when you run an ad you can determine quickly and easily how much money is made from that ad and turn it into an investment. So when you spend money on search engine optimization or pay per click campaign you can measure exactly how many sales were created as a direct result of those changes and now you can calculate an exact return on your investment and the advertising dollars spent and you can find your exact profitability of the whole campaign.

Matt
Ok.

Dearl

And that's not all. Metrics allows you to dig much deeper than that, and you can get into how much things cost, the cost of acquiring a new customer, how to profit from each customer and then the value of each customer to your website, there is a lot of stuff you can get into metrics but the point of this is that metrics doesn't have to be complicated. What you need to understand about metrics is all it is is thinking about how many times your customer does something and how much money you are making from that.

Remember before when we were talking about pay per click and how you can compound your pay per click, well metrics allows you to know how much exactly you can pay for the advertising and allow you to still pull that profits back in. Metrics has two distinct parts. Testing and tracking. Testing is the idea of systematically making changes to your website to improve conversion. To do that just take an existing page on your website and make a small change in an attempt to prove the profitability of that page. Tracking is analyzing the results of that page the changes in order to determine which changes were the most profitable. Then you think about what should be done next.

Matt

Dearl could you make sure and point out which blanks you filled in there on number 45.

Dearl

Sure. Metrics is measuring web traffic. The three steps to metrics is: 1) Measure the traffic that you have and then you make a single change to your website and then you measure the effect of that change afterwards. Basically, you are going to take a page on your site and make a change to that page and then measure what was the effect of that change. If the change was good if you had more profits because of that change, that's good you are going to keep that and if you made less profits because of that change and

that was bad then you are going to find something else or you are going to go back to what the original was. That is basically just the simple breakdown of metrics.

Now 46 is - Jack Welch says if you don't measure – Jack Welch is a big believer in metrics. He is the CEO at GE. He's a big believer in metrics. What he says is that if you don't measure it, it's not a business, it's a hobby. What metrics does it allows you to turn your expenses into an investment because by understanding exactly how much you are spending and then understanding exactly how much you are profiting then you can look at that instead of just throwing money at your advertising. You can now calculate how much money you can put into it and how much money you can get back out of it. Does that make sense about the investment?

Matt
Absolutely.

Dearl
So to generate targeted traffic that converts into keywords you really need to focus on individual keyword conversion. That was number 49.

So metrics is important but you probably want to know exactly how do you track. The answer is that when you test or you make a change, you only want to change one thing at a time and then you monitor that – you watch everything. The three basic testing and tracking steps are when you measure how well your products are selling you do a test by changing one and only one thing at a time and then you track your results with those changes. So it's actually pretty simple. First you find out where you are, then you make a small change and lastly you see what that change resulted in. It doesn't stop there, once you do that, then you do it again and then you run though the whole process again and you find out that allows you to improve the profitability of that page again because if you were able to make one change to your site that increased profitability you are not just going to stop there you're going to do another change and find out how you can increase that profitability again. Now your profitability will never reach 100% but you can make significant improvements to both traffic creation and conversion by doing that because you can use metrics to measure how well you are doing for search engine optimization, how well you are doing for pay per click and you can also do it for how well for usability and your copywriting. Metrics is very pervasive and you can measure both your creation and conversion things. I think that covers the basic idea of what metrics is, basically testing and tracking, you are trying to measure the effect of a change to your website.

Kevin
Yes I think that's a good overview of it. Now you can dig into how you can actually test and track individual keywords and the key points with that. I think that this is a pretty interesting point that you made here that up to 90% of your keywords actually do not convert into an acceptable rate of return.

Dearl

That is actually a very interesting thing, because a lot of people - if you don't track the keywords individually, if you track all the keywords together a lot of people would think that if you had a 1% or 2% or 3% conversion rate and you were profitable a lot of people would think that was good. But if you track the keywords individually then you can find the keywords that are actually losing money...it turns out that about 90% – 95% of those keywords are going to lose money and if you stop paying for those losers and then reinvest that money into the winners you can significantly increase your profit and your traffic just by doing it that way. So now that we understand the basic idea of the point behind testing and tracking I want to introduce you to the concept of split testing.

Split testing is commonly called AB or A – B testing. Now imagine if you could show each visitor of your website two different versions of the site and they could tell you which one they liked best. That would be good because that would allow you to determine. If you could show every visitor hey, here's two versions of my site, which one are you going to buy from and then that would tell you which one was better, but you can't do that to every visitor. You can't show them two versions of your site so the closest thing you can do is show every other visitor a different version of your site. So what you would do is show visitor 1 page A and then show visitor 2 page B and then visitor 3 page A and visitor 4 would see page B, that's number 54, and visitor five would see page A and visitor 6 would see page B. Now the point of this is once you have enough people and enough people in different statistical senses is probably depending on what you are doing is between 30 and 100 people once you have enough people see that then you have the exact same result as if you showed every single person two different versions and they voted which one was better.

So the science of statistics tells us that after enough visitors have seen page A or B that we can be between 95% and 98% certain what all the visitors would have liked. I know this sounds crazy but it actually does work. And so actually what we've done in Trafficology is we've created a split testing script which is very easy to use. All you do is create two versions of your website. You are going to create a version of your website and create a second version of your website which is very similar, just with one small change. Then you log into the member's area, you enter your information, the name, then it generates a script for you and you place that file on your server, then you send all the people to that page and what it will do is automatically split the traffic between those two versions of the page and that allows you to very easily do the split testing. Then you log back into the members area and it shows you exactly which page was better. It will say you had 300 visitors here and only 5 of them converted into profits or 5 of them moved on to the next page and then the second one will say 300 visitors here and 50 of them moved to the next page and then it breaks it into percentages and clearly shows you which page was better.

Kevin

So as part of their [\\$1 trial](#) they get to try out this split testing script that makes all these technical details very easy to use, they don't even have to worry about the technical details.

Dearl

Exactly, you just need to put in their url, put the code on their server and then come and look at the chart and then they are done.

Kevin

Well, that's a great tool for everybody to use and kind of demystifies the whole split testing.

Dearl

And there is a video in there that shows you exactly some of the things that you want to change.

Kevin

This is a great list that you gave everybody here, the top five things to actually go out there and test and track what they are doing in split testing.

Dearl

Yes. Once you understand the idea behind testing that by doing the test it will show you which page is better then you need to focus on what things that you can test that will give you the greatest results. I created a list of the five things that I found through my experience by making small changes to these things you can dramatically increase in my experience up to 2 to 3 times your conversion rate just by making a small change to one or two of these things. The number one thing that I found that if you change, make a small change, that will increase your conversion rate is your headline. With this split testing script you create one page that says "buy my product" and another page that says "buy my product now" and you put those two pages into the script and put the file on your server, send the traffic to it like normal, all you do is log into the stats page and it will tell you which one of those pages actually got people to your order page. You can't go straight from converting your headline into a sale, first you have to measure how you get to the order page. The next thing - was that clear about the headline, Matt and Kevin?

Matt

Yes.

Dearl

Ok

Kevin

Let's just clear one thing up here. What we are talking here is what you are going to start out with is your current website, let's say that's page A and then on Page B you are going to make one change to your current website, so with this example it would be your headline, try a different headline. Then you would use the split testing script to send traffic to both pages and it's going to tell you which one produces the most sales or has the best conversion rate. So then the winner - it's kind of like a race - so the winner of those two A and B becomes your new what the industry lingo calls control page so then you are going to use that control page and test another change and that's going to be the new page B and then you will see which one is the winner of that race. So you are

always like running a race between two different pages to see which one produces the best.

Dearl

That is a perfect analogy for what's happening. What I was explaining now was what are the things that you change in the race in order to try to make the winner and the first thing that you would change was your headline. Another thing that you could change in order to try to make a new winner would be the angle or the story. When we talked about copywriting we talked about writing a story that connected with the reader. You can try two different pages that have two different stories or two different story types and then find out which story type actually connects more with your target market. For example, stories about kittens are going to connect more with people who have cats and stories about puppies are going to connect more with people who like dogs and so what you find by doing the split test you can find out what your target market really prefers. Another major thing that you can test or make a change to is your pricing. This is one that I am actually working on right now where you can try selling something straight out for \$5.50 and then they pay shipping or you can bundle the shipping in and sell it for \$6.50 but then say shipping is free so you have what you are selling now for \$5.50 and then the user pays the shipping; then the challenger would be the one with the shipping is included. Even though it is really going to be the same price, there is the perception of the price difference there. Another thing that I have found by testing price is that if you increase your price to a certain point sometimes you can increase the amount of visitors and the amount of sales because people believes that price perceived quality that the higher the price the better the quality.

Ok and to quickly get to the next couple of things. You can try a site that has graphics or no graphics. You might think that a well designed site that that has a lot of graphics that looks very smooth sells better but in reality I personally found that the site that has no graphics or very little graphics sells a lot better but the only way to tell what is going to work with your market is to test it and that is why we provide the script in the members area so you can find out which works for your target market and the last one is the close or the call to action. There are a lot of different ways for different types of closings. There is a pressure close, there is a cold close, there are a lot of different types of closings. You can try each one of those and look through one at a time and find out which one actually works with your market the best. Those are the top five things to test. Test your headline. Test your story. Test your price. Test your graphics and test your close.

Ok, now the easiest way to learn split testing is to just do it. Split testing is not hard and we created the program and it is very easy to do it. We created the easiest way to do split testing is to use the split test generator that we provide in that member's area. If you do that and you put up the stuff in your site you are going to get excited about this when you start seeing the difference that the split testing does and the individual keyword conversion does. You can literally start out with \$5 in Google Adwords and turn that into \$300 in a matter of a month's time just by using individual keyword conversion and in using split testing.

Kevin

This really kind of ties everything that we talked about tonight together. By using split testing you can track the targeted traffic that is coming into your site and see how it is converting and then you use some of these conversion techniques to prove these conversions, always tracking the results. So I guess by using split testing it really ties the whole Trafficology concept together.

Dearl

Exactly. Trafficology is about doing. Trafficology is not just about philosophies and theories, Trafficology is about doing and finding out what works for your market and using those underlying principles and look at what has worked and what generally works for business in general but it's really about doing and by using split testing you can find out very easily and very quickly what works for you and how to put more money in your pocket by doing the things that are specific to your market.

Kevin

All right. Dearl before we wrap up this call, we also need to quickly cover that great Trafficology tip that we're going to give everybody that will give you more free traffic. But I want to mention to everybody on the call that this might have been the longest cheat sheet in webcast history. We'll provide everybody a link to a filled in the blank cheat sheet, if you want to listen to the recording you can have the answers already filled in and quickly follow along and get a lot of value out of this webcast. Why don't we quickly go through that bonus tip that you are going to give tonight.

Matt

And then we'll get into giving away that prize.

Dearl

Ok - here you go - here's a quick way to boost the page rank for Google page rank. I guess you know that link popularity is very important at Google. In fact, most major search engines are now using some kind of link popularity in the way they rank sites.

Kevin

To clear up, when you say link popularity, that is the number of people linking to your website.

Dearl

That's the amazing thing about Google, and I could talk about this for an hour. The reason why Google has become so popular, is because not only do they track the number of links, but they track the quality of the links. So you could have 500 bad links or you could have 20 good links. If you have those 20 good links, those could mean major difference and Google has a very interesting way of determining what those good links are but if the site... it's hard to explain in 2 minutes. Essentially all the different sites are voting for the different... Google considers if you have a link to another site that's a vote for the quality of that site so then Google looks at all the different votes to determine

which sites are the best and then eventually sites earn credit for being chosen the best in their category and that increases your page rank. So that's what called link popularity. So a quick way to increase your link popularity if you go into Google and you go into the Google advance search option, put your url in the box there that says link, put your domain name in there and what that is going to do is that is going to pop up all the sties that are linking to you. What you are going to find out if you go to Alta Vista or if you go to all different search engines, different search engines have different numbers of links. So Google might say there are 20 links to your site but Yahoo might say there are 45 links to your site and in some cases Google had 626 links on one site but the other search engine, I think Alta Vista had 1500 links. So what you do is go into the advanced search option, put your url in the box that says link and you hit direct search and then up in the address bar you take that whole url that is in the address bar and enter that into the submit site for another search engine and then you take all those for the different search engines and then you do the same thing when you go to Alta Vista. You go into Alta Vista and you put in link and then your url and that brings up all the different sites that have linked to you. So the problem is that the search engines don't have the other links from the other sites and by helping search engines find all the links to you, you can quickly and easily increase your page rank by your link popularity which will boost your search engine rank.

Matt

Very cool Dearl. Thanks for sharing that.

Kevin

Yes, that is actually something that we put to use on our sites and it's helped boost the results we are getting with our link popularity because like all the different search engines have different sites in their indexes and who they are linking to and by trying to get Google to crawl all those other websites that are not in their database that are linking to you, it really is boosting your popularity with Google.

Before we give away that \$97 gift tonight to everybody on the call, why don't you tell us a little more about the Trafficology Membership and that \$1 – 10 day trial that everybody tonight can get.

Dearl

The first thing I would like to point out is that there is a lot of different types of content in the [Trafficology Membership site](#). There is written content, there is audio content, there's video content. We go through long extensive efforts to find the best people in all of the thirteen different categories of traffic creation and conversion and get them to share with us exactly what they feel are the most import things for you to do and then we develop a technique and a whole plan of how to go through the steps and build your way up. Like we talked about you need to start with finding your market and then you move up. The first thing in the membership site is you are going to get instant access to all of our exclusive audio interviews with the top online marketers and then you are going to get access to our video library of step by step tutorials explaining...I talk to the marketers and they explain how they did the thing and then I go in and show you exactly how to do

what all these people like Joe Vitale, Alex Mandossein and Jon Keel, Perry Marshall, Craig Perrine, when they say how to do things I go in there and show you exactly how they did it.

Kevin

I think that is a very key point there Dearl. There's a lot of people out giving more information and I don't know about anybody else, but that is the last thing I need is more information. What I want to know how to put that information to use quickly into my business and that is what you show them how to do. You take all that information and condense it down into actionable items that they can go and implement themselves.

Matt

Yes, like Kevin said, I think the key to it the takeaway, the action item and the step by step where you break it down and show people how to implement it right away like Kevin said is the key. As people can probably gather from your presentation tonight, what you cover in breaking down in applying Trafficology it's not the latest tricks or scams or things that can get you in trouble and actually wind up having the reverse effect on your traffic and your conversion but most of it is tried and true, timeless tactics and techniques that you can apply that are going to work both now and long term which is important when you look at building a business and not just a profit center but a real solid business. Also the combination of all that plus new cutting edge tactics and techniques that are working right now.

Dearl

Exactly. We have another thing there, which is an audio column which is a quick 10 minute monthly column by all the top experts and they share exactly what they are doing right then that month in the different things.

Matt

Plus members can network with their peers and each other and share inside a private club. You can network with your peers and bounce ideas off of people and hear what other people are having success with, stuff that you don't encounter any place else on the internet. There is quite a bit more in there is well but we kind of need to move on. Dearl, if you could let's go through these special extra over the top bonuses that you have thrown in as if it wasn't enough that you are letting people take a ten day trial of Trafficology for only \$1 to get in there to see what it's all about, if that wasn't enough you threw in 2 extra, extra, everything but the kitchen sink bonuses. Can you quickly mention what those are. Trafficology's top 208.. What's that Dearl?

Dearl

That is the top 208 tips we've ever published in [Trafficology](#). We went through and collected all the tips and the best 208 tips that were there and that's what this is and it has a collection of unbelievable things that have been tried, used and just some of these things will just make your mind blow thinking about how can you go through and use this in your business today.

Matt

I think creativity, creative - creativeness is the best word that describes these tips. Stuff that you have probably never thought of and like you said will set your brain spinning off all kinds of great ideas. So the Top 208 great tips

Oh yeah, you talked about this earlier, the special video that you made when you showed people exactly how to set up and track conversion using Google count.

Dearl

This is something, when Google came out with their conversion tracking tool, it got me kind of excited because Google was such a useful and unbelievably profitable tool to begin with but now Google allows you to actually find out how profitable you are in such a simple way and what I did was develop a quick video that goes through all the different steps of exactly how to use Goggle's conversion tool, to increase your profit, increase your conversion which will increase your profits almost immediately but will also reduce the amount of costs because you are only spending the money on the keywords and this video shows you exactly how to do that.

Matt

Awesome. So there you go, that's extra, extra, extra bonuses for only a buck, plus you get to log in, get a 10 day trial of the [Trafficology private members area](#) with all the benefits Dearl talked about earlier and much more. I've got to say it's one of the most insane offers I have ever seen made. Even on our webcasts which is known for the crazy over the top offers, I think everyone should take us up on this one.

Kevin

To take advantage of that go to the website <http://www.trafficology.com/nitro> and it will take you straight to the trial offer page.

Well should we give away that \$97 gift to everybody that is on the call?

Matt

Let's do it! Yes, thank you everyone for spending your time tonight with us to allow us to share with you, especially Dearl his advanced Trafficology tactics and techniques and I hope you learned a lot and as promised we want to reward you for spending your time with us tonight with a special Free, bonus gift, no strings attached, you don't even have to dish out that \$1 bill to take the trial, although I think you would be insane not to take us up on that. Again here is the \$97 bonus gift that we want to give you and you can download and access the bonus at this address <http://www.trafficology.com/zebra>. You can download your gift there and I guess, hope you enjoy that gift and any other parting thoughts you want to share Dearl?

Dearl

I just wanted to explain to people that in [Trafficology](#) it's not about theory its about "doing" and one of the major things that we do is we get people involved and give them

the experience and we show them the exact step by step processes of how to get keywords, how to get traffic, and how to convert traffic and then we get them involved by working on a real life project.

Kevin

Thanks a lot everybody for tuning in tonight and we will see you at [Trafficology](#).

Matt

Thanks again Dearl for sharing all those words of wisdom with us tonight, take care everyone and have a good evening.

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