



Thirty Day Challenge 2009 – Training – Day 18

2009TDC18b: On Traffic

Running Time: 8mins



Intro

G'day everybody, Ed here, and welcome to Day 18.

It's a very important day today, because we're going to show you, I suppose, some **strategic thinking**: Why are we doing the things that we've been doing so far, because it's been **a lot of work** and maybe there are some **easier ways to get traffic**?

For example, **Pay Per Click**. For those of you who have the financial resources, **Pay Per Click is the fastest way to get you traffic**. The trouble is, **there's a price to be paid**: Google uses something called the **Quality Score** - something you're going to become very familiar with over the next few days.

Now **in last year's Thirty Day Challenge** we actually did something which **pioneered a technique** which has gone on to be proven and publicly announced by Google themselves to be the **smartest way to get the best quality score**. How do we do that? It's by **indexing and getting ranking for your page before you do Pay Per Click** advertising.

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Typically, what people used to do is they'd just simply go and create a site, throw a Pay Per Click Ad at it and of course, Google had never seen it before so it gave it a poor quality rating. Now, **because of all the work that you've done, you're going to get the best possible price for a new campaign** that you can get in the niche that you're in, **because you're indexed and ranked**. This is a huge deal - it **saves a lot of money**.

So, again, in the TDC, at the end of the day there are **two resources available** to us: Resource 1 is very simply "**time**" - everybody has that exact same amount of resources; **and** then there is **money**.

Now, **if time is your only resource** and you have no money resources, then you have to **look at** continuing on going, **creating articles** and doing that work, trading your resources, your article creation, your **backlinking** - you're **trading time to get traffic**.

If you have some financial resources available to you then **we're going to show you how to use those in the smallest possible way**, using the tiniest amount of resources you possibly can to get that traffic, and we're going to show you that.

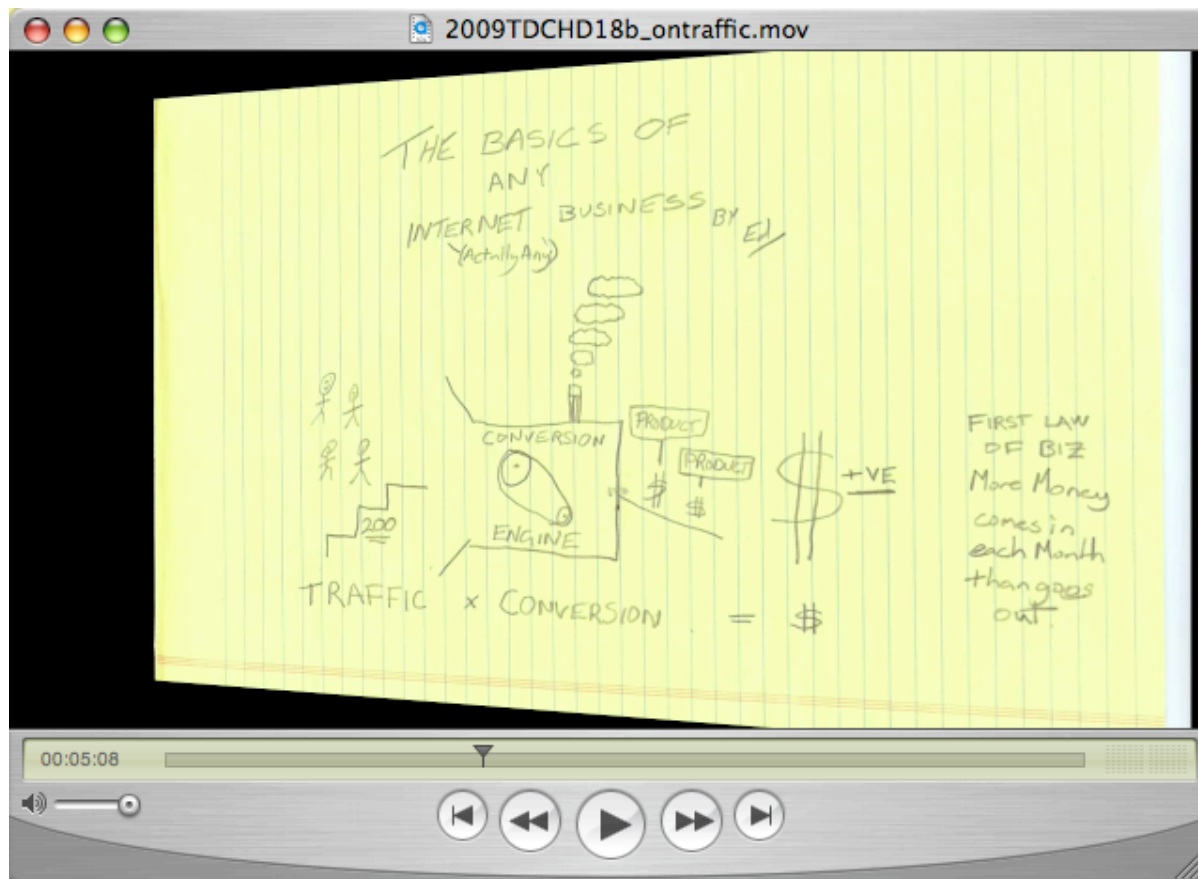
But today, I want to show you the **gamut of all the different traffic methods**, so you can get a **full understanding** of why we're doing what we're doing.

All right, let me show you on screen what's going on.



The Basics of Any Internet Business

[Starts at 00:02:14]



OK, so you can see you're going to get more of my lovely artwork today! Really this here, what you're seeing in front of you, is the **basics of any Internet Business**. I've actually said, in truth - any business - because as I've always said the **business is made up of four parts: Market Research**, which we've well and truly covered, but then there is the **Traffic, Conversion** and hopefully, at the end of that you **create a product** which makes you some money and that's where I've come up with this incredibly profound **First Law of Business** - and that is that **we want more money coming in every month than goes out**. It's amazing how often that gets overlooked, let me tell you!

So let's have a look at each of these parts in a little bit of detail.

First, let's have a look at traffic. Now you can see here, I've got the magic number, 200. We want to make sure that the traffic is around 200 people per day. That's where we want to build up to - **it's not going to be like that at the start, you're going to need to build up to that**. We've shown you one method for doing that - Social Networking - and we'll be showing you a new method to do that. **It may take a combination of methods or one method**, but that's what we want to get to at first, because, remember if I can sell to one in every 200 people - that's bad conversion, but I love to use bad numbers (I'd much rather use really bad numbers and then be pleasantly surprised, rather than do what the vast majority of people going into business do, is use overly optimistic numbers and

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then generally be disappointed. So it makes sense to really base all of our calculations on really poor numbers.)

Now I want those 200 people coming into my **conversion engine** - now what's that? The conversion engine could be a few different things; obviously, the first one that we've seen is our blog, and our blog going to an **affiliate offer**. Now, traditionally this is not the most efficient way to sell something, but it's a good way to start out **testing the market**.

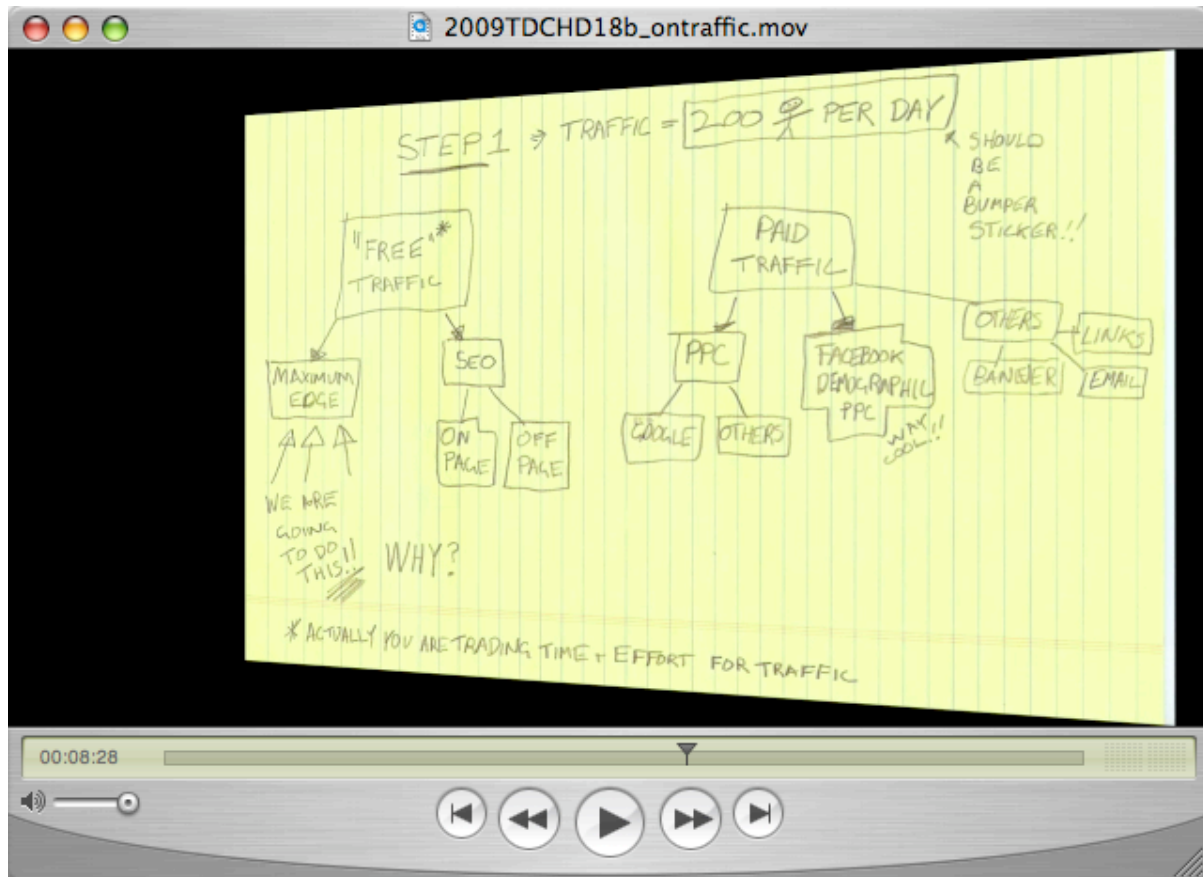
So that's what we've done - that's one possibility. People **collect emails**, for example, to capture the email of people who are interested in your particular market place and then be able **to sell them through an email order** or responder sequence, that's another way of doing it. Of course, you could have the traditional old Sales Letter, which you may have seen around the internet. There are many different ways. **You may have a shop or an e-shop**, or indeed, it may be **pick up the phone and call me**, because I do house painting in the Moody Ponds area. They're all different **examples of a conversion engine**, but hopefully, **at the end of that conversion engine we're selling stuff and we're selling our product or service**, whatever it happens to be and that give us **positive cashflow** money, because remember that First Law of Business: More money comes in each month than goes out. Very, very, very important indeed!

So, we've obviously spent a lot of time on Market Research, we've spend a lot of time doing a very good traffic mechanism. Let me try and bring it all together and show you what we've tried to do so far.



Types of Traffic

[Starts at 00:05:13]



OK, so we've done our Step One, which is looking for our **200 people per day Traffic** - and I've said it here and perhaps it would be a good idea if this were a bumper sticker: **A successful niche needs 200 unique visitors A DAY.**

So, for a start let's have a look at the different types of traffic categories. You can see here on the left, the first options are Free Traffic and you can see that I've broken them down into two areas. I've called one **Maximum Edge** and the reason I've called it Maximum Edge is actually the first part of the process that we've showed you is the **first part of the process that we as Internet Marketing professionals use. It's what we teach in the Immediate Edge.** I don't care whether you're trying to make your first dollar online or your first ten million dollars online, but the process should be the same and I'll explain why very shortly.

So there's the Maximum Edge process, which we've started teaching you, and there's also good old **SEO: Search Engine Optimization.** In other words, getting in that left-hand side of the listings, rather than the paid side of the listings comes down to two things, as you've heard us say again and again: On Page factors and Off Page factors, stuff like links and so on.

So that's where we've been so far and we've seen that **Free Traffic** - now you notice I've asterisked Free, and there's a very good reason for that, because actually **we're trading time and effort** for

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traffic and that's a very important thing to understand, because at the end of the day you're expending resources for traffic. You don't get something for nothing. And to get this Free Traffic, we've had to expend a resource and that resource is time.

The other resource, of course you can expand is **Paid Traffic**. Now Paid Traffic comes in many guises but there are three major categories - you can break them down. There is Pay Per Click and you might have seen those ads on the right hand side of Google, for example. They're all ads, where the people who are placing those ads pay Google an amount of money every time somebody clicks on them. It's an extraordinarily effective form of advertising.

Anybody I know who is doing spectacularly well online is doing **Pay Per Click advertising**. It's where we want to get to and obviously, **Google Pay Per Click** is the **most obvious**, but there are others: **Yahoo has a version, Microsoft has a version** for it's Search Engine and there's another one which emerged at the end of last year, which is **Facebook demographic Pay Per Click**, which is hugely way cool, but way outside of the scope of the Thirty Day Challenge. I know some people who are absolutely killing it with the Facebook Demographic Pay Per Click - it's just incredible, but again, we have to teach you about Facebook as well and we only have 30 days, but it's definitely something just to keep up in your mind as a great method of traffic.

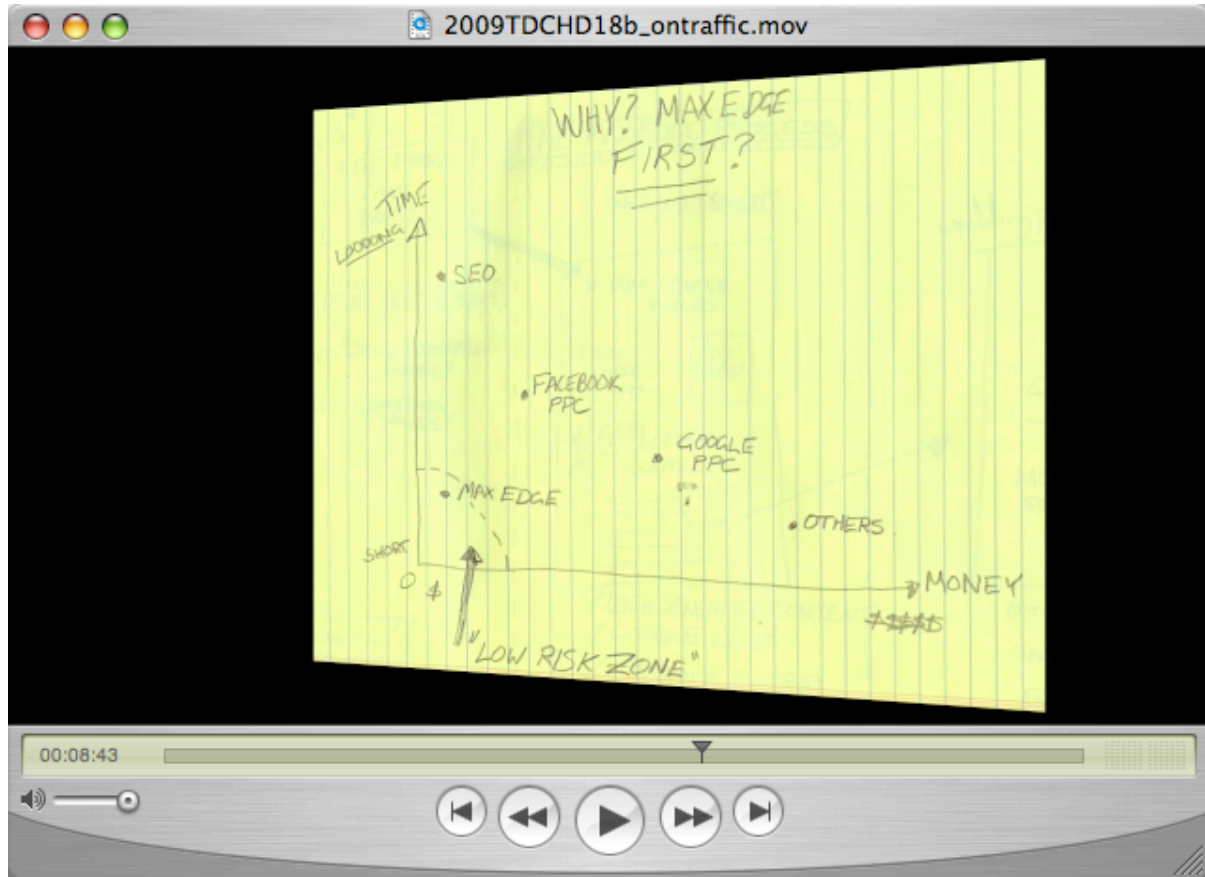
Then there are other forms of Paid Traffic and I've put in here, Banner Advertising, you've all seen those banners at the side or at the top of pages, you can buy links for people and of course, you can pay to advertise in people's emails and newsletters and so on.

So, why have we gone about doing things the way we have when I've just said that I believe the most effective method of traffic is, in the end, for any business that's worth it's salt is going to be Pay Per Click traffic? Let me explain why.



Why Pay Per Click?

[Starts at 00:08:38]



I've done a little chart - don't be afraid, don't be scared - but you can see if you look at this chart, the vertical axis (as they say in the classics!) represents Time, and you can see at the bottom end it's short and at the top it's a long period of time, and by long I mean 3-6 months. And then, of course, on the horizontal axis I have zero dollars to lots of dollars and that is Money, so at the bottom end we've got here Zero and at the top end we've got lots of dollars! And then what I've tried to do is map or chart on this graph where I think all of these things fall into place. Now people may argue a little bit about placement and so on, but I think approximately this is about right.

So if we have a look we can see SEO at the top, which is great from a money perspective, in that it costs you nearly nothing, but it takes a long time. Facebook Pay Per Click demographics requires more money, but it also take a medium amount of time to get right and then you see Google Pay Per Click, which takes less time to get right, but it costs, potentially more money and then, relatively, you can get traffic very quickly with some of these other methods, but it costs a lot of money and often it's not performance based advertising it's good old traditional cost per thousand type advertising, which freaks me out, I only want to pay for performance, I can't pay for survey results, it doesn't make any sense to me.

And so, and I've saved the best for last, when you look at the **Max Edge** process (which is our fancy-pants name for what we've been doing over the last 19 days) you can see that it takes a pretty



short amount of time and it takes a small amount of money, which is why we do it first - it's low risk, it makes sense to test it out early on.

But now, if I were to choose the next one on in terms of speed and effectiveness, there's no question for me, and you can see this on the chart, it's obvious it's Google Pay Per Click, that's going to be the next thing.

So, yes folks, for the first time in two years, **we are going to be teaching you Google Pay Per Click** and I've got to say, the method that we use is pretty powerful, because you'll see that **because of all the ground-work we've been doing over the past 19 days, you'll pay so much less**, cost per click, than most people would if they just started out cold, it's a very exciting strategy.

And you'll see why we did this first, in fact, with the Vintage Electric Guitar blog we're actually able to get Google to be - we were basically getting \$0.06 per click, which is very, very, very inexpensive for what we're doing, but as you'll hear, and the lovely Caro McCourtie will be taking you through the next three days, you have to take it very slowly - we are spending money here folks! It's very safe to do and you can stay absolutely in control, but we are going to start to spend some money to attract advertising, so that's why we need to make sure it's worth doing and that's another thing the Max Edge process does, it makes us see that it's worth doing and that in itself is really, really cool as well.

We always do stuff for a reason, we do it in a certain order for a reason and so now when we attack Pay Per Click we do it with our eyes wide open, we already know what keywords are working for us, right? Yes we do. And we already have optimized pages to send the Google traffic to, so Google will charge you the least amount of money, because Google already knows about you. We're quite tricky - let me tell you! And that's what makes this strategy so very, very cool. So sit back, relax and enjoy the next few days.

If You Don't Have the Funds for Pay Per Click Now...

[Starts at 00:12:56]

Now, what if you haven't got any money? The Thirty Day Challenge has always, always been about trying to get people started with the **least amount of money possible**. However, obviously if we get into Pay Per Click advertising, the first P stands for Pay and unfortunately, that's you paying Google. So what do you do? Well, here's my advice. **If you are financially challenged in any way**, shape or form, **just continue what we've been doing**. Hundreds and hundreds and hundreds of people before you have been very successful and made a business online and then actually **made the money to be able to afford to do Pay Per Click advertising doing exactly what you've been doing**. And, in fact you've got a huge advantage because of the way we've been teaching it this year.

So you can just continue doing that - get more phrases in your niche, get more traffic, more backlinks, more articles - just do that work, because you're trading your time, which you have - everybody's got time - as your resource instead of trading money as your resource.

Now we can test Google Pay Per Click quite cost effectively - we're not going to be risking sheep stations here - but however I have to acknowledge that for some people it's a real challenge. So if that's you nothing to be ashamed of - that's not a character assessment of you, it just means that you have to rinse and repeat these next few days while we're doing Pay Per Click. But keep an eye on it because you definitely want to be making some money, stashing it away, building up a war chest



so you can do Pay Per Click. Because when you start to do Pay Per Click, thanks to all the groundwork that you've done already you're going to do it in such a cool way and you're going to be paying far less than anybody else who's doing Pay Per Click in your niche. We are going to bring a literal gun to a knife fight.

Summary:

Four Stages of Business

- Market Research
- Traffic
- Conversion
- Product

First Rule of Business

- More money comes in each month than goes out

Our Resources (For Generating Traffic)

- Time
 - o If you have **Time**, you can write articles and build backlinks to gain ranking, and therefore traffic
- Money
 - o If you have **Money**, you can pay for Traffic, which takes much less time

Types of Traffic

- Free
 - o Maximum Edge (what we've been doing)
 - o Search Engine Optimization (SEO)
- Paid
 - o Pay Per Click
 - Search Engines (Google, Yahoo, MSN)
 - Facebook Demographic
 - o Banners

Why Pay Per Click?

- Fast
- Cheap (for us!)

If You Don't Have Funds For Pay Per Click Now...

- Carry on with the Max Edge techniques
- Save your money
- Start Pay Per Click when you can

Links:

A Magnificent Symphony - <http://www.thirtydaychallenge.com/training/2009day01.php>
(Revisit Day 1's training where Ed explains the Magnificent Symphony of Four Parts in greater detail)