

Inner Circle Mastermind Session 07-11-2012

Hi everyone John Thornhill here with a historic moment, the first ever Inner Circle live training session.

I was wondering what to do for content for the Inner Circle, and I'm going to hopefully just give you guys what you want, and over time we'll make sure that we get some great content out there.

Now, for the very first lesson I've actually got a guest, Daniel Sumner, who is with us and is going to share some stuff with us in a moment. You may find a bit strange if you've looked at Simple Traffic Solutions, it's actually going to be SEO techniques. If you've read the sales page for Simple Traffic Solutions and watched my videos you'll see I'm not too big on SEO, but Dan's been using some techniques that have worked very well for him and he'll be sharing those in a moment.

So Dan I'm going to hand it over to you.

Dan:

Right okay, how did I get here? Well I've actually done this a few times for a few launches, and it's quite a handy trick as long as you're using (mic interference) keyword, like 'Simple Traffic Solutions Bonus'. I'll use 'Simple Traffic Solutions' throughout this chat just as an example.

The screenshot shows a Google search interface. The search bar contains the text "simple traffic solutions bonus". The search results page displays several links related to the query. On the left side, there are navigation options for "Web", "Images", "Maps", "Videos", "News", "Shopping", and "More". Below these, there are location settings for "London, UK" and "The web". The search results include an advertisement for "Complex Bonus Schemes?" from northgatearinsoreward.co.uk, and several organic search results from Dan Sumner's blog, Keyur Amin's Blog, and Chris's Web Profit Streams.

Google search results for "simple traffic solutions bonus".

Search results include:

- Ad related to simple traffic solutions bonus: [Complex Bonus Schemes? | northgatearinsoreward.co.uk](http://www.northgatearinsoreward.co.uk)
- [Simple Traffic Solutions Bonus](http://simpletrafficsolutionsbonus.com/)
- [Simple Traffic Solutions Bonus Claim](http://simpletrafficsolutionsbonus.com/bonus-claim.html)
- [Dan Sumner Blog | Marketing Tips News and Reviews](http://www.dansummerblog.com/)
- [Simple Traffic Solutions Bonus Review | Keyur Amin's Blog](http://keyuramins.com/2012/11/simple-traffic-solutions-bonus-revie...)
- [Simple Traffic Solutions Bonus - Chris's Web Profit Streams](#)

It's like what John says if you're using 'Simple Traffic Solutions Bonus', or 'Simple Traffic Solutions review' that's a long tail keyword so you're not going to have very many people before or prior to the launch actually using this keyword, so that's our target really. If you try this with keywords like 'make money online' it won't work, but as far as bonuses and launches are concerned it's a very good technique to use.

I'm going to start with this, this is a Simple Traffic Solutions Bonus template that John provided.



When it comes to promotions and actually using bonus templates, they are very good, they are attractive, you can see a lot of influence on there of why you would want to buy the bonus, but they don't have a lot of search engine value. The only way you could possibly get this to the top of the search engine for a keyword of 'Simple Traffic Solutions bonus' is if you bought the domain, so if you ever want to go for a promotion in a big kind of way buy the domain and then forward that to your blog. That's a great tip if you want to do that, buy the domain that you're after, forward it onto your blog, and then nobody can take the domain from you and place a bonus template on there. So that kind of eliminates this reason.

The second reason why I wouldn't use a template like that is if you take a look at your blog, if you use your blog, you're personal blog, it's been around for a long time, Google have spies on the net and you have your position on the internet.

Whereas if you use a template, then that's fresh and brand new, Google is going to see it for the first time and in my opinion your rankings don't stack up very well compared to a blog. Plus, if you use WordPress and decent template like Thesus or Genesis, then all the code inside of that blog is clean and Google friendly. Basically Google actually loves blogs.

When I first realized that John was launching Simple Traffic Solutions I created a page. To create a page in your Wordpress blog it's simply go to your dashboard, 'pages', and 'add new', and then you can create a page. As you can see I have a lot of pages, and the one I'm going to use is 'Simple Traffic Solutions Bonus'.

Now like I said you can use the template, but I wouldn't recommend it if you're looking for search engine traffic.

So what I started with was when I created the page, always use the same title as the keywords I'm going to go for, so obviously 'Simple Traffic Solutions Bonus' is the key words I was looking at, so 'Simple Traffic Solutions Bonus' is my title.

The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Simple Traffic Solutions Bonus'. The page title is entered in the top text box. Below it, the permalink is shown as 'http://www.dansumnerblog.com/simple-traffic-solutions-bonus'. The main content area features a rich text editor with a toolbar and a large image of a cartoon character sitting at a desk with a computer, surrounded by colorful blocks and the text 'SIMPLE Traffic Solutions'. The right sidebar contains 'Publish' and 'Page Attributes' sections. The 'Publish' section shows the page is 'Published' and includes options for visibility and a date. The 'Page Attributes' section includes a 'Parent' dropdown set to '(no parent)', a 'Template' dropdown set to 'Default Template', and an 'Order' field set to '0'. The bottom section is 'SEO Details and Additional Style', which includes a 'Custom Title Tag' field and a 'tag' field set to '0'.

When you're trying to target your specific Google keywords of what you're actually trying to achieve, if you're targeting Simple Traffic Solutions for example, then this is the title you need to use. Also in your blog we have a 'permalink' section, and this should also be the same as your title. When it comes to your content, I've been reading quite a lot about the latest Google updates, and they are kind of targeting writers now rather than keywords. When you're writing your page just write it as you would, don't try to add any keyword rich items so Google will look at it and think that's completely key-worded, as that can be negative.

What I tend to do is I write the page as I normally would, with the sales copy as I normally would anyway, and then the terms that you see here 'whenever I find a great product worth promoting I do try to provide extra value on top of the existing product. Simple Traffic Solutions is no exception'.

Now instead of putting 'this product is no exception', or 'this bonus is no exception', try in this instance to use the key word 'Simple Traffic Solutions', and also try to add 'Simple Traffic Solutions product', and also in here you'll find 'Simple Traffic Solutions bonus'. These are some of the key words that you should try to get within your text when you are targeting your bonus, because I know Google look at your title, permalinks, and keywords within the post itself. So all of this adds to your SEO link juice.

Once you've done that, I use the Thesis theme, and this has an integrated SEO section. Now I know a few more people (mic interference) but if you don't use the Thesis theme, or the Genesis theme, or a theme that has its own integrated SEO section, then there are two plug-ins you can use. There is 'All in one SEO pack' and also 'WordPress SEO by Yoast', and that is probably the best one to use out of all of the plug-ins, and I've actually read it can be better than the Thesis theme SEO section, but it does take a little bit of setting up. But if you do set

that up properly you're definitely going to have an advantage over other people with blogs who don't actually use any SEO whatsoever.

Now when it comes to your description, as you can see here we have our meta description.

Meta Description [+] more info

Simple traffic solutions bonus is huge, I have provided my biggest and best, most informative bonus to date. My simple traffic solutions bonus is 100 times the value of the simple traffic solutions product by John Thornhill.

<meta> description **225** Search engines allow a maximum of roughly 150 characters for the description.

force search engines to pull a <meta> description based on the content of the page

Meta Keywords [+] more info

simple traffic solutions bonus, simple traffic solutions, john thornhill's simple traffic, simple traffic solutions review

<meta> keywords

Robots Meta Tags [+] more info

noindex this page

nofollow this page

noarchive this page

CSS Class [+] more info

CSS class name

"Read More" Text [+] more info

use custom "Read More" text for this entry

Featured Image

[Set featured image](#)

So what we need to do here is start off with 'Simple Traffic Solutions Bonus' and add a few more in there just a couple of times. Try to make it sound real, don't overkill it as usual, and this is adding extra keywords into Google for your specific search term.

John:

So Dan are you saying start your meta description with the keyword that you want to target?

Dan:

Well the last few times I have promoted a bonus I've started like that and it seems to have done well for me, so I tend to make that the very first keyword that Google actually sees. I don't know which way it actually reads the meta description but I would say put it in there.

John:

Timothy is just saying "I missed the name of the plug-in", Timothy we are going to give you a check list at the end which will have the name of the plug-in in and tomorrow when I put the replay online I'll put links under the video to everything Dan talks about.

Dan:

I'll access the plug-in section in a moment John and then show people.

Once you've done that you need to make a description, and for this I would most certainly start your meta keywords with 'Simple Traffic Solutions Bonus'. Now if you're promoting a

different product, 'dog grooming bonus', then start with that and then work with around about four, five or six long tailed keywords. Don't just use 'bonus' because that could mean anything. Try your long tailed keywords, for example 'Simple Traffic Solutions Bonus', 'Simple Traffic Solutions', 'John Thornhill's Simple Traffic', 'Simple Traffic Solutions Review'. Now depending on what you're doing, try to long tail your keywords and target the bonus as best you can, and this way you're not going to use any simple one word bonuses. You're specifically targeting the area that you want to target.

Once you've done that, that is pretty much it. It's pretty easy to do, once you've done that obviously update your blog and that will send the ping to the search engines, and your blog will get crawled. By adding a template it's not going to get crawled very quickly, so this is where you will actually lose out by uploading a template, so unless you've got the specific domain and you're linking in from another location, then it's going to take a while for Google to crawl that site. Whereas if you upload onto your blog immediately, as soon as you hit the publish button then that's going to get crawled virtually instantly, if you're blog is a good enough blog.

I'm just going to go onto the plug-in section. 'All In One SEO Pack', that is the easiest plug-in to install but it doesn't perform as well as 'WordPress SEO' by Yoast, but you don't need any technical ability to install this and it still does a good job. 'WordPress SEO plug-in' was my keyword search for that, as you can see it gets four and a half stars so it really is worth taking a look at.

John:

*I've got one question Dan, Scott's asking "**could you create a video with the template on it and link that to the blog?**"*

Dan:


Yeah, like I say if you're linking in then your site will get crawled eventually. Take a look here, blog, blog, this is actually a template, but he has the domain 'Simple Traffic Solutions Bonus'.

John:

If you installed a WordPress blog at that location, if you bought the domain and installed a WordPress blog that would probably give you another advantage aswell, but your blog is seasoned isn't it so it's had lots of traffic. It's ranked, and that's one reason why you prefer your personal blog. Something else what springs to mind aswell is, for example here people are searching for 'Simple Traffic Solutions Bonus'. The third example there is going to the bonus page, brilliant, but your example is going to your blog. Now let's just stop for a moment and think, Dan's not just advertising the bonus here, if you look he's advertising his blog. So people who may not even know Dan may say 'Oh I like the look of this blog', 'I like this bonus but I also want to opt-in to Dan's mailing list, I want to check out what Dan's products are, I want to connect with Dan on Facebook'. Can you see the difference there aswell, instead of just sending people to a bonus page, because Dan's sending people to his blog he's got the potential to not only just get people to hopefully buy the bonus through his affiliate link, he's got the potential to get extra traffic from people looking for the bonus.

Dan:

It gathers subscribers aswell. Since I released the bonus I've had quite a few more people actually commenting on my blog, and my subscriptions rate has gone up for people opting in to my blog aswell, so not only have I product and promoted a bonus I've also gathered subscribers. So this is definitely another way to gain more traffic in a sense. Once you've added all the details to your page, this is sort of what you'll come up with here. Make sure when you create a sub-header you use header two tags, that's the different sorts of paragraphs, and give it all the SEO it needs. These are all header two tags here, it's just a

[Simple Traffic Solutions Video Tour and Bonus - YouTube](#)
 www.youtube.com/watch?v=...
NEW! 6 days ago - 8 min - Uploaded by DanSumnerBlog
<http://www.dansumner.com/STS> Simple Traffic Solutions by John Thornhill. Use these simple traffic solutions ...
[More videos for simple traffic solutions bonus >](#)

[Dave Nicholson's Simple Traffic Solutions Bonus](#)
www.dave-nicholson.com/bonus/simple_traffic_solutions/
Simple Traffic Solutions is John Thornhill's Latest Traffic Generation 'Masterpiece'. To PROVE to you that I personally endorse this 100% I am offering a ...

[Terms - Dave Nicholson](#)
www.dave-nicholson.com/bonus/simple_traffic_solutions/term...
Dave Nicholson's Simple Traffic Solutions Bonus | Grab Dave Nicholson's BONUSSES for Simple Traffic Solutions NOW!

[Simple Traffic Solutions: The Bonus Review](#)
www.jameshughesblog.com/simple-traffic-solutions-the-bonus...
5 days ago - Simple Traffic Solutions is a traffic generation product created by John Thornhill. What makes this product stand out from the thousands of other ...

[recommends Simple Traffic Solutions - Auction Traffic Solutions](#)
www.auctiontrafficsolutions.com/recommends
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simple on page SEO. Now what else I done for the bonus is I put the bonus up on, we'll call it day one for example. Then I shared it via Facebook, shared it via Twitter, Google+, and now I'm getting a lot of people linking in. If you look here that's eleven people have actually shared the bonus page. Now how many people would share a template, none, because you don't have the option. You could put one on there, but people seem to get into the mindset when they are on blogs these days to share content, so it's definitely a good idea to have some kind of share bar or social share bar, because people will share your content if they think your bonus is good enough. This way, if you sell a brilliant bonus, there's a possibility that it could even go viral. The you're going to get a lot more traffic you didn't even know you were going to have, you could even exceed your mailing list. Also apart from the shares, I added a YouTube video. If anybody here uses YouTube, I know there's a couple of people on here who actually do, they'll know the power of YouTube. YouTube, I think it's quoted by Cisco that video next year is going to be something like 95% of the content of the internet, and more and more people all the time are using video. So by adding a YouTube video I've extended my reach from my blog and my social media, into YouTube, and I've key worded my video exactly the same keywords as I use for my blog. My video is called 'Simple Traffic Solutions', and the keywords are exactly the same as what I've used on my blog. So when somebody searches for 'Simple Traffic Solutions Bonus', there you go,

'Simple Traffic Solutions Video Tour and Bonus', that's what I actually called the video. I've key worded this exactly the same, with relatively the same description, with a direct link on

there. What I actually should have done is sent that link to my bonus page, but it's still sort of up there with the video sections for 'Simple Traffic Solutions Bonus', so whatever you do don't rule out creating a bonus and maybe a walkthrough.

Now to add extra on site SEO, what I did as well is on day two I created a blog post. I know it says 'Poltergeist in my Simple Traffic Solutions video', this was for Halloween so it's not just a crazy title.



I created a blog post here and I actually uploaded this walkthrough video to YouTube also, and this is the same video so this is linking right to my home page, which I key worded for my blog. This is linking straight from YouTube onto my home page, so I've not only just got one page advertising my bonus, I've got two blog pages and also I'm interlinking my bonus page as well. So I click here, and that's going to take my right back to my blog on the bonus page. So essentially I've created a link for my blog home page, back to the bonus link. That's just another way of creating links between all different pages on my blog which Google will actually crawl as well, and you're going to see different links to different pages linking in to my bonus.

What you can also do is you can actually create articles linking in, you can create press releases linking in, there's a lot of things you can actually do to hold that number one spot on Google. Only yesterday I created a new blog post which believe it or not, I got a comment on my blog saying I lost my position for Simple Traffic Solutions Bonus. So I thought okay it's time to refresh my content, because what you need to do when you promote a bonus like that, by just creating that page and doing those few things I just talked about, the social media, YouTube, keywords, SEO, doing all that in just the one instance is not going to hold you on page one as number one for the eternity of John's product. It's not going to hold you there forever, Google and search engines just don't work like that, you need to keep on top of your content. So when I found out I'd lost the spot, what I did was I created a new blog post, and the blog post was called 'Bonus Buying and How To Get More Bonus for your money'. Not really key worded towards Simple Traffic Solutions Bonus, but I've added Simple Traffic Solutions Bonus in there, linking back to my bonus page again so there's more interlinking going on between my blogs. Also, I key worded my blog post with the keywords

Simple Traffic Solutions Bonus again, and a few other keywords like 'Bonus shopping', etc. This has actually pulled my rankings back up to the number one spot again.

John:

You guys when you search Simple Traffic Solutions Bonus might see different results, Google is like that now depending on where you are and what you're searching for, but I'm guessing most people will see Dan at either the top or very close to the top.

Dan:

Like I say no matter what happens if you follow this simple technique I just went through, then you are going to see results and nine times out of ten you are going to land on page one.

John:

What I want to point out, you know I'm not big in SEO, but it's not just about bonuses. Let's say you want to review a product with an affiliate program, you might see that not a lot of people have done a review or people who are doing reviews, you might think you could get a better ranking. You could spend maybe half a day or a few days targeting a product that sells well, that gets searched for quite a lot, put a review online and you're going to make affiliate commissions that way. It could even be something that's on Amazon, it doesn't have to be an information product it could be a physical product. Bonuses, reviews, whatever, it's down to your imagination really (mic interference) long tailed keywords. This is how Dan does it, it's worked for Dan, and I don't see why it couldn't work for a lot of things. I suppose it would be all down to the keywords and the competition and that sort of thing, but there is a lot of stuff out there that isn't in competition, and this is something you could do.

If everybody checks the chat I've just put a link to the checklist, it's just a simple PDF we've put together at the moment where Dan is sort of walking you through in the way he's just been talking about, but when the recording goes online I'll put links underneath so you can just watch the video and click the links. I think Dan's looking to see something he's done in the past, that's brilliant, look at that. If you look at that, that dates back to 2010, and it's linking to his blog, that's exactly what I mentioned earlier. It's going to take traffic back to your blog.

Dan:

If I wanted to bump that one back up I probably could, look at the searches there's only 1.3 million, so essentially it would be pretty easy to get my name back to the number one spot for that keyword search.

John:

If you wanted to do this for a bonus or for a product, that's how you would do it anyway, Dan's just laid it out there. I've seen Dan do this a few times but the other night was the first time he's actually walked me through everything, he's always told me with my launches and I've always been top search. A lot of people bonus shop, a lot of people search for those sort of terms and a lot of people search for reviews and those sorts of things, so there you go guys that's how Dan does it.

Dan:

Can everyone see the image here, Simple Traffic Solutions Bonus, and it's linking to your product. What I've done here is you've got to use an image, so why not take advantage of using the image and giving it a title, Simple Traffic Solutions bonus, alternate text, Simple Traffic Solutions and obviously don't forget to link to the product from your recommends link or whatever. One percent of Google image search could be Simple Traffic Solutions bonus, is everybody on Google who does a search, and I think the statistic is 1% of all searches is an image search. It's only 1% but that 1% is going to grab you Simple Traffic Solutions Bonus.



John:

Can you just show the permalink aswell Dan, you mentioned it but you didn't show people how to change the permalink, if you don't mind.

Dan:

It's just 'edit'. So what you would do is basically copy your title, paste it, and make sure you hyphenate everything and just lowercase. It's as simple as that, then just click 'okay'. Basically that's your page name, so if you look here it's just the extension of dansumnerblog.com, obviously my blogs a seasoned blog and WordPress is what it is, I'm actually ranking higher than the domain Simple Traffic Solutions at the moment. So that's how to do that.

John:

Brilliant. There's actually a few questions.

Bart's asking "Dan are you saying you created another article to back link to your blog from another domain name?"

Dan:

You can create articles from articles (mic interference) you could write basically something about Simple Traffic Solutions bonus, keyword it for Simple Traffic Solutions bonus, and use your two URLs for e-zine and you can actually link back to dansumnerblog/simple-traffic-solutions-bonus and that will create a back link from the article sites. I haven't done that this time round.

John:

Donald's asking "Do you add a new page for each bonus review that you do?" So for example if you do this next month with another product, do you create a new page?

Dan:

Yes. Basically what I use, you go into 'pages', 'add new', **(39:10)**. There's a 'menus' section under appearance, so you've got to generate a custom menu, sometimes if you're using just a basic blog template every page you create will show on your navigation bar. So sometimes you've got to create a new menu, a custom menu, and select the pages you want to show. This way I can create as many pages as I want that are still actually on my blog but not visible at these points here.

John:

Chris is just saying "so there's not a lot of point buying the exact phrase domain, it's better just to use your blog."

Dan:

If I really wanted to hit the top spot permanently I'd buy the domain and forward it to my blog, so this way nobody else can take it.

John:

That's a good point. So you would buy the domain but forward it to your blog, then basically you're going to get not just the people to get the bonus, you're actually getting traffic to your blog essentially. Instead of just to a review bonus site you've set up.

Dan:

(Mic interference)

If I was promoting something that I wanted to stay where I wanted to, I would consider actually buying the domain aswell. When the launch is over you can easily cancel it.

John:

This is good Dan, Ann Marie is just saying "Googling 'Simple Traffic Solutions Bonus' I got Dan's blog post at position one, his video tour and bonus at two, his bonus review at three, his video Daily Motion at seven, awesome". So four out of seven you got with Ann Marie when she done the search.

Dan:

I'll tell you why I done that, this guy here uploaded his video to Daily Motion and I thought hey I'm not having that. About four hours later I uploaded my video, and mine is ten times better than his

John:

*Well that's what you've got to do isn't it. Bart's asking "**Dan how are you creating back links to your blog?**"*

Dan:

All of my back links? Bart, where do you want me to start. My blog has been around since 2006, so I have back links in basically every product I've ever created, every free guide I've ever created, every article I've ever written, basically everything I ever do online that has a lot of presence links back to my blog. I do a lot of blog hopping and commenting so I have a lot of back links coming from high page ranking blogs aswell, such as Copy Blogger and Pat Flynn. Anywhere I go or anything I do I just get into the mind set of putting my blog URL in there. You'll notice on any product I've produced, any free guide I've ever produced, my blog URL is in there. Any article, my blog is in there. So when you're creating stuff just don't forget to put your blog there, if you are active on your blog that is. If you aren't then it's not really much point in sending traffic to something that's not updated and kept fresh. If you are passionate about your blog then just be everywhere with your blog URL.

John:

Yeah I think that's important that you pointed that out there Dan, you've got to be active on your blog and posting quite regularly. At least a couple of times a month, and hopefully more, keep adding fresh content. Even I know, I'm no SEO expert but I know Google loves fresh content, and if people are hitting your blog and your last post is three months ago then they aren't going to hang around. So it's very important you keep it up to date.

*Steven's asking, "**Hi Dan, do you put a straight redirect into the URL domain of your blog?**"*

Dan:

If Steve's referring to buying 'Simple Traffic Solutions' and then redirecting to Dan Sumner Blog, I wouldn't do that. I would buy simpletrafficsolutionsbonus.com and redirect to dansumnerblog/simpletrafficsolutionsbonus.

John:

Yeah, to the actual bonus page.

Dan:

Yeah because your blog, your home page changes all the time. Obviously I've got a bonus buying here which is still relative to what we are talking about, Simple Traffic Solutions, but next week I might do a post on something else and create a post on something completely different, so I would definitely redirect to the bonus page.

John:

Chris is just saying "So you're using blog pages instead of blog posts for the bonus."

Yeah you are aren't you, for the main bonus page.

Dan:

Yeah. You could use a blog post, but I prefer to use a page. I think it gives you more freedom to do what you want to do with that page, and if I ever want to I can place it where ever I want really.

John:

Phillip's asking "Would you also create a category name with the product name?"

So a category 'Simple Traffic Solutions Bonus'.

Dan:

Yeah, it's not going to do any harm if you want to. There's no reason why you can't, but for me my categories are just basically here. So you could have a category that says 'Simple Traffic Solutions Bonus' or even 'Bonus Material', then you could add a post into the 'Bonus Material'. If you're going to keep your bonus evergreen then it's probably a could idea.

John:

Sandy's just asked, but I think you've already sort of answered this, "Why pages and not posts?"

Dan:

I prefer just to work with pages, it's just something that I do. Posts do actually stay on your site I suppose, but I just prefer to use a page. I don't know the exact reason why I use a page or why a page is better than a post, so you've got me there.

John:

Bart's asking, if you remember he asked about the back links, well what he really means is "do you have an actual back link strategy or is it just a case of you putting your links out there in your general marketing?"

Dan:

For my blog, no I don't really have a back link strategy. I just, everything I do or everywhere I go my blog seems to be with me at all times. Like I said before every product I create, you could call that my strategy really, every product I ever create my blog is always a big part of it. If I write an article my blog has a back link in there. What I try to do is, I try to funnel everybody back to my blog at some point. I stay on top of it, I post at least once a week, so that's kind of a strategy. I just try to be everywhere with my blog in everything that I do.

John:

I'm the same, everything I do I'm linking back to my blog. I think even in the checklist Dan, you've got to link to your blog haven't you. The checklist we've just gave you guys, it's just something that comes natural over time I think.

Dan:

I don't have an exact 'Monday I'm going to write ten articles and back link to my blog, then I'm going to blog hop five times', in the early days then yeah good idea, do it. But now I tend to get a good steady stream of traffic anyway, don't relax, but I can really pick and chose what I want to do.

John:

Cathy's asking "Do you recommend that the blog is in your personal name?"

I know I do, but I don't know what your personal thoughts are Dan.

Dan:

It depends what you want to do. If your blog is, let's say fitness for example, then calling it "Dan Sumner Blog", for me, wouldn't really match with fitness. I'm actually thinking about changing the name of my blog, just to dansumner.com, I actually own that but it's forwarded to my blog domain and so I'm thinking about reversing that.

John:

I own johnthornhill.com and my blog is at johnthornhill.com/blog, and I forward johnthornhill.com to /blog. I'm just keeping johnthornhill.com open just in case I ever want to use that. At the end of the day what you want, is when people search for 'Dan Sumner', I'm guessing everyone here who has searched for Dan Sumner has found his blog, hopefully first result, and everyone who searches for 'John Thornhill' will find my blog. That's what you want. Your blog is your central hub, everything you do is through your blog, so when people find out about you online and go and search for you they should really find your blog.

Dan:

I'm actually in competition with a singer.

John:

I'm a wrestler and a MP.

Dan:

Yeah well I'm battling with a singer for the top spot on Google, I think I've got the edge though, but back to the question. This is my personal blog so 'Dan Sumner Blog' fits, but say you're creating a blog about fitness, then I would reconsider that and maybe call it 'Dan Sumner Fitness' or 'Fitness tips'. So if you're being niche specific then I would try to think of an alternate name, but it depends it's entirely up to you. This is my personal blog, I have a few other blogs and they have different names.

John:

Rick's asking "Do we get this bonus if we join from John's site?"

I'm not sure about that one Rick. If you want Dan's bonus you'll have to buy it again and invest another \$4.95, so if you search for 'Simple Traffic Solutions Bonus' if you want Dan's bonus. Actually Dan posted about that the other day, about people who have bought Simple Traffic Solutions four, five, and six times, because for \$5 they are managing to claim some bonuses worth far more. If you want Dan's bonuses you'll have to invest \$5, that's up to you guys.

Steven's asking "What is the difference between a blog post and a blog page, won't they both land on the same page on Google?"

Dan:

Yeah more than likely. I've never actually dug into that quite a lot, I've never actually looked at that, so that's something I'm going to have to research. Thanks for that guys, you're going to keep me up all night now. I just use pages because I can take them away if I want to, so I can remove it from my blog, it doesn't have to be visible at all times. Basically if I created a blog post it would be in my articles section, the blog post would always show in my articles section from my archives. If I create a page it doesn't get seen until I place it live or when someone searches for it. Actually all of my latest blog posts link back to that page anyway, but as for the differences for SEO comparisons, I'm not quite sure. I'll have to read up on that one, but thanks for giving me something to do.

John:

Bart's asking "Dan and John, do you guys always look for exact domain names for the products you decide to JV for?"

Dan:

It depends on the value. It depends, if you're creating a page for a JV and you want to be on the leader board, you want to attract as much attention as you can and you're trying to make as many sales as you can, then yeah you do everything in your power to do that. Sometimes I buy it and sometimes I don't, now I know that usually I can hit the top spot with my blog anyway so it doesn't really make a great deal of difference. The only guys I will battle with is the exact domain.

John:

Roger's asking "What do you use for your bonuses?"

Now that's something I can answer, and Dan can probably jump in aswell. You should always try to offer something fresh, something never seen, and something related to the product you're promoting. I tend to try and offer maybe ways to make the product better, or ways to use the product, or some sort of assistance with the product. If you look at most of the bonuses I've offered over the years I've always tried to be original and I've always tried to make the actual product I'm promoting better for people if they go through my bonus. If that makes sense. A lot of people just stick a load of resale rights stuff on a page, and yes that can work to a certain extent, but if you're original and actually think about what you're doing when you put the bonus together, you're going to have far greater results.

Dan:

Yeah I mean I try to provide a similar sort of thing to you John, I like to provide services aswell and I don't actually mind interacting with people aswell, whereas you get some people who just send you basically a digital copy of something they can replicate hundreds of times, and it doesn't really take any effort. Whereas I try to help people, I find it suits me better.

John:

I think people can actually see that aswell. I think people can see that in your bonus, if they see you're offering time, commitment, and extra support, if they can see that then they are more likely to go for it.

Dan:

For me that's always stood out, even when I first started that's always what stood out for me. Guys who are ready to commit some time and effort to actually help the person, rather than just sending them products and different eBooks.

John:

Chris is asking "Do you mean you never post, every bit of new content goes on a page?"

I think what Chris is basically saying is, every bit of content you create goes on a page, it doesn't, does it Dan?

Dan:

No, no, not at all. What you see here, articles, about me, getting started, resources, contact, subscribe, my products, my services, all of these are pages. Everything else you see is a post, and all of my bonuses are pages aswell. So only bonuses and static pages across the navigation bar are pages, everything else is a post.

John:

Sandy is asking "If your blog is new and not established, do you have any chance of getting higher in the search engine rankings?"

Dan:

As long as you've got a few posts on there and some good content then your site will have been crawled. I can't give you exact figures on how it will perform, but I would say it would perform better than somebody uploading a template the week before their bonus product goes live.

John:

Cathy's asking "What percentage of people to your blog opt in to the free report?"

Dan:

Which one, I've got The eBook Cycle, and I've also got a 'subscribe' link and a 'subscribe' link on the 'help' and 'about me' sections aswell so I've got four different opt in sections on my blog, I would say around about 18-20%.

John:

That's about my mark, I've got a pop-up on my blog and I'm about 18-19% for the pop-up which is actually not that bad. It was something like it had been shown 13,000 times and I got almost 4,000 subscribers just from a pop-up. I only have a pop-up once then it resets for seven days, I could probably be more aggressive but I think once is enough.

Dan:

That is all of my opt-ins by the way, that's pretty much my subscriber rate on my blog compared to subscriptions and visitors.

John:

*Chris is just adding **"You can remove a blog post by un-publishing it though?"***

Dan:

Yes, I know that, it goes in the trash. I don't know why I chose pages, it's just something I've always done and it seems to work. I've never actually done a split test with a post as oppose to a page, so I've never created a post about that, I just tend to create pages. If you notice on the search engines my posts are there aswell so I don't know what the differences are.

John:

*Steven is saying **"What if you used articles from E-Zine, would this affect your rankings instead of your own?"***

Dan:

I don't think so. I've done that a couple of times, I've promoted a few bonus products before and linked articles to them, back to my blog via E-Zine articles. As long as you use a good quality articles site with a decent page rank then I think you should be okay. Obviously don't use one of these article robots to send to ten thousand article sites with PR1, because that's a bad link.

John:

*Donald's made a comment which I find quite interesting, **"We can't all offer services so it can it be difficult for me."***

I actually think if you haven't got any products behind you, it's easier to offer services. You could offer tons and tons of services, I'll give you some examples. The ability for someone to put a guest post on your blog, a mailing, it doesn't matter how many subscribers you have. Personal help with the product, you could have a review of the product before it goes live, say you've reviewed it, you know how people get the most of it. Services like that are what anyone can offer. Drive traffic to the product if it's a traffic product. There's lots of different services you can offer, and most of them anybody can do. You don't have to be a super guru with millions of people on your mailing list to offer services, so I actually think if you're new or if you don't have a line of products then that's the sort of thing you should offer, because services are usually more appealing anyway.

Dan:

Donald if I can say something, people are following you for a reason. So you obviously have a certain amount of knowledge to provide people with, don't think just because you're a new guy that you don't know any less than people around you. There's always people who know less than you and there's always people who know more than you do. If I knew

everything I'd be a multi millionaire, but I'm not. There's always information you can help people with and sometimes you do actually surprise yourself when it comes to that. When I first started I thought how the hell am I going to provide information for people like the likes of John and all these big marketing guys, how am I going to keep up with them, and you actually find out that you do have a certain amount of knowledge and you can teach people stuff even at an early stage.

John:

I agree Dan. I think a lot of people don't realize how much they know. Especially if you're doing things like attending webinars like this, this is the sort of knowledge that people will go away and probably tweak and change and then they are going to know more than what you've taught, and that's what can happen.

*Cathy's asking **"Do you think auto blogging is a waste of time?"***

Dan:

Yeah.

John:

Yeah I do aswell.

Dan:

I would say it depends what you're doing with the content. If you're uploading used PLR articles and not fresh stuff, then yes. But if you're uploading fresh content then yeah it can work. There's auto blogging and auto blogging. So you can auto blog and not to anything with the content, or you can upload pre-written content that's fresh and then that actually works. I've done that before with a blog and I have actually hit the number one spot on Google for some key words by just uploading paid for content.

John:

My idea of auto blogging is just spammy content that nobody wants to read, and to try and trick search engines, and I think that's why Google has had these recent updates to stop that sort of thing.

*Chris is just saying, I think this is to Donald, **"Offer Skype calls, email help, tweets etc. Little things like that."***

Okay guys, I think this has been a success. I can say this has been brilliant, I've learnt a lot tonight, Dan's shown me a lot of great things. I hope you guys are going to do something with this, remember it's not just about promoting a bonus, this can be applied to a lot of things, reviews, just long tailed keyword searches, things like that. Why not give it a go. Why

not find a product that's maybe not getting many search terms for a review, do a review and see what happens. Try things, Dan has shown you it can work.

I hope you guys have enjoyed this. Let me know if this is the sort of thing you want to see, let me know if this is the sort of thing you want me to do. Obviously I'm going to be doing things on my own with you guys, but what I want to try and do is try and get some experts in, and hopefully I'm going to learn some stuff aswell.

You can see this works, Dan's in the top 10 on my leader board, there's some massive names on this board and he's holding his own and doing well, and we know a lot of this traffic is coming for people looking for bonuses. I just hope you guys put this to use. The recording will be put in the members area hopefully within twenty four hours, I'll tidy it all up and put the links under the video for all of the stuff Dan talks about. Obviously you've got your checklist, and do me one favor guys, go in the Facebook group and let me know what you think, and hopefully we can encourage more people to show because while there's quite a few here it would be nice to get more in. So if you don't mind doing that for me I'd greatly appreciate it.

Thanks very much Dan, it's been brilliant. I'll speak to you guys soon and see you in the Facebook group, hopefully in a few minutes.