



How To Turn On A Tornado of Traffic To Your Affiliate Offers



Now it's time to talk about how you can turn on a tornado of traffic into your affiliate offers.

A great place to start is Google advertising. I'm going to go through this very very quickly because it costs money and I know that you'd probably prefer free methods, so I'm going to go through this very very quickly.

You probably know that over on Google you've got these ads down the right-hand side. You can actually advertise and send people to a landing page or to your own site that has your review or video review or comments or whatever, and then send them from there over to your affiliate offer.

It's a great way to add value. You can add a bonus. You can add a review. You can say, "Look, this product is great but it's leaving this particular part out. The bonus that I'm offering you fulfills that gap in the product."

There's loads of different things that you can do, and advertising is one way to get traffic. It's paid so I'm not going to spend a lot of time on it. The only thing I want to tell you on this is real basic kind of pay per click lessons.

Don't use www down here. Use this.

Capitalize the first letter of each word. You want to test this stuff, make sure you're testing it, but as a rule that tends to stand out a lot better than this.

Focus your ads on specific phrases. You can see this one says 'Sit, Stay, Fetch' but the phrase that we've typed in, if you have a look over here, is actually 'dog training.' This company should have gone out of its way and actually created an ad specifically for the phrase 'dog training' so that that comes up here.

As you can see, when you do that it goes bold. When you have the phrase that matches in your ad it goes bold. So don't just create one ad and dump all your phrases in it. Create one ad per phrase.

In fact, you need to be doing even more than that. You need to create two ads per phrase so that when you have a winning ad – let's just say you've got two ads here and this one actually converts better – you will then create two new ads with two different headlines. Maybe then this one wins that, and then you go on and so on and keep doing what's called 'split testing' down the way. What that does is puts your money through the roof.

Those are my very quick top tips on how to make more from your pay per click ads.

- Get rid of the www out of there.
- Capitalize the first letter of each word in the domain name.
- Use two ads per phrase. Split test the ads. Test over and over again.

This is not a video about how to do pay per click, so I really just wanted to cover the basics on that. If you do want to get signed up to do Google pay per click ads, click there, 'Advertising programs,' click here 'Google Adwords,' and then you'll go through and set up the campaign.

There's loads of stuff in there on Google about how you set that up, free videos, training videos, training materials – you'll find a whole bunch of information. I'm not going to go through that because it's paid.

Let's now look at some free ways that you can get traffic to your website. This is a site called www.Squidoo.com. What this site enables you to do is create one page for free all about a particular topic.

Let me just show you one I've done. Here's one I created earlier. This is my page. I've created it all about this particular product, Product Launch Formula 2.0. I created this and it took me about 10 minutes. This is my page.

It's free. I've got images up here. I've got links. This is a link through to my affiliate site. There's photos, text, videos, and you can see it's quite a nice-looking page all about that affiliate offer.

The cool thing about Squidoo is that the search engines love Squidoo.com. Anything on here is almost 100% likely to get featured in the search engines because it's updated so often.

How do you do it? Let me show you –

You come to the site, www.Squidoo.com, and you click on 'Make your own lens.' If you don't have an account you say, 'No, not yet. I'm not one of the 168,000 people. Let's get started.'

You then write what your lens is about. My lens is about Product XYZ. Go to Step 2. This really is as easy as it gets.

You then select what you're using this for. Are you using it to get information out about this particular thing? Are you using it to sell this? Do you want to make a list of your favorite things about this? Do you just want to do your own thing?

You're using it make money. Squidoo lets you do that and that's what you're going to do. Select that and go to Step 3.

This is where you give your lens a title. You put in the title of your lens there. You put in whatever you want the link to be.

Now it's important that you put in the product name here because this is what is going to turn up in search engines – Squidoo.com/product name. You might find for some products that the product name is already gone. You might go for Michael's Traffic Videos, because when people then search in Google and in the search engines for Michael's Traffic Videos or traffic videos or traffic product or whatever, your site here on Squidoo has a good chance then of turning up, so make sure you do that in there.

Pick a topic. What is the topic? Scroll down here and you'll see there is a topic for search engine optimization and affiliate marketing. You might want to select that. Is it rated for safe for all people? Yes, it is.

Then you just click Go to Step 4. This is where you have to put in the tags or keywords. What do you think are the best keywords? So whatever your product is. I'm still using this Product XYZ, so I'll say XYZ. Let's just say it's a dog training product, so dog training, dog obedience, whatever the phrases are that you think people are going to look for. Put them in here and put them in here.

Go to Step 5. You've then got the option of donating some of the money that you make from this site to the charity fund or a specific charity, or if you just want cash it's entirely up to you. Just select those options.

Go to Step 6. You're nearly there. Put in your email address. Put in the name that you want to appear on the screen. Put in your first name and your last name. Accept the Terms and Conditions, all the usual stuff.

Click on Done and that's it. You're then done and ready to create the lens.

I'll now go in and show you what it looks like once you're actually inside the page ready to create your lens.

You've created your lens. That's what they call it on Squidoo, a lens rather than a web page. It simply means this single web page. This is the completed one that I've already done. It took a little bit of time to go through that and I'll show you right now how you do each of these little bits and bobs.

You go through and the first thing you need to do – I've already set this account up, but you'll need to go in and edit your biography. You can upload a photograph. You can see there 'browse.' Go and find a photograph if you want for yourself in your profile.

You can edit the description or the name of the page, the introduction, you just click on edit, put in the title, put in the description.

When you're doing this, make sure that you are actually putting in things that you think people are going to type in, so the product name and the type of product. You can upload a photo specific to this particular lens or this particular page. Just click browse, upload photo, that's that bit done.

Then you've got all these different what they call modules. At first glance this looks a little confusing. You think "What on earth is all this stuff?" This is all potentially things that you can include in your lens –

- eBay
- Guest book
- iTunes
- Voting

What I tend to do is just not bother with any of that and just go straight to the text module. You just click on edit and stick in your headline here, your sub-headline, why the product is great, and then just go on and do a review here, explain the product, the benefits, do the case study, the before and after, and you can put links in using just standard HTML.

If you don't know how to do HTML code to create a link like that, just go off to Google. I haven't got the time to go and show you that. This is not an HTML tutorial video, but just go to Google and put in 'HTML tutorial.' You'll find out how to do a link and the code that you need. Put that in and add the links through to your site.

Now don't overdo it with the links. You don't want to just bombard them with your links. Put in a lot of content. If you go back and look at mine, you can see I've got a link here right at the top, but other than that there's not many links. There's one down here. There's a lot of content, videos, there's a fair amount of text on there, a couple pictures – good content is what's important when you're doing this. Don't just slap this up in a couple minutes.

If you want to upload pictures, again just click browse, and that's it. That's the first kind of text section. You can see it here on my lens. That is that particular thing. This is the headline, the pre-headline, and then the photo I uploaded, the text, and then the link there. That is one text module.

You can then go off and add another text module. How do you do that? There's a link here that says 'add modules.' You can see here 'add text modules.' Just click on that and it will add another module.

Let's go and add this YouTube video. That enables you to add a YouTube video to your lens.

Let's move down here quickly and you'll see the Save button. Click on Save.

So here we are back in our lens, what they call the Workshop, where you actually create your lens or create your web page.

This is the first text thing. Remember went off and created this. These things are the kind of traditional ones. You could just get rid of these if you want. You just click on this x here and that will get rid of them. You can always add them back in later if you decide to use them.

You can now see that the two I've just added – the new text module is there – so we could go in and edit that the same as before and create another text module and create a different paragraph with another photograph, and YouTube videos.

Let me just go and show you how you do this. I'll show you how you actually get this. Remember on mine I've got these videos at the bottom actually doing the case studies for that product.

How did I do that? Very very quickly and very easily, just put it in here. Just put in whatever it is, Product Case Studies, or whatever the videos area.

Now if you've created your own YouTube video you can obviously refer to that and upload that onto your lens, embed that in your lens, give it a subtitle, give it a description – the more content you've got in here, the more keywords that relate to that product the better.

Then you've got here "Let me pick." You can go and pick the specific videos. You can choose the thumbnails. You just put in the video URL, so you just go off to YouTube and find the URL and put it straight in here.

You've got display options, what you want to be shown, all that kind of good stuff. And that's it. It's as simple as that. Click Save and off you go and you will have it.

Spend a little bit of time obviously on the content. That's important. Otherwise no one is going to read it, the search engine won't find it, and nobody's going to click through to your affiliate link, but doing that you've got a lens that's totally free. It will get you traffic when people start finding it and linking to it and referring to it.

It will get in the search engines and you can see now that's how easy it is to get a lens on Squidoo. You've got the headline, you've got the text thing, the photos, your affiliate link, more photos – it's really really easy to do this – the YouTube videos embedded, and then you could put a final thing at the end here – "Click here to go and get this product" or whatever. It's entirely up to you. Use your imagination.

Ok, that is how to create a lens on Squidoo. Let's now go move off and I'll give you another way that you can get traffic for free. This is using Blogger.

Blogger is the blogging tool that's run by Google, so you need a Google account. If you don't have a Google account you'll need to get one. If you've got gmail already that's fine. If you're using AdSense or Adwords already you're also fine.

If you don't, you will need to go here where it says 'Create your blog now.'

Do this, by the way, over at www.Blogger.com. This is all you do. This is to actually create your account, by the way. If you've already got this, you don't even need to do this step. It's even easier.

You just put an email address here, your password, the usual stuff – click on continue there at the bottom.

Once you've got that Google account, it's really really easy. Let me just show you how easy it is to get this blog. You can have it done in seconds. If you've already got the Google account it's really easy. This is the one I've created over on Blogger.com.

You can see it's similar content. I've used different photos. I've created different content. I've got different links linking to other affiliate sites. It's the same product in this case, but it is sending people off to different places.

That's the end result. That's really what you're looking for. You see I've actually created a couple posts. It probably took me about 10 minutes to do that.

Again, search engines love blogs. You can get a lot of traffic with these, particularly if you've got good key phrases and you get in early when a product is just about coming out or before it's even launching. If you go off and do this before a product launches you can get a head start.

Once you've got that Google account, you get to this page. It's pretty simple. You just put in whatever you want to call your blog. I call mine Product Launch Formula 2.0. Whatever the product is, that's what you want to call it. Put in the address.

Again, if you can use the product name that's going to stand you in good stead. Put in this usual stuff to verify that you're a real fleshy human being rather than a robot, and then click Continue.

You then simply choose which template you want. You can change this template later. I'll just go for that one. Again you can scroll down and have a look at all these different templates. It's up to you. If I were you I'd go for one that's got black text on a white background. It's a lot easier to read than anything else.

Click on Continue. That's it. You can see how easy it was. It took me seconds. Let's now start posting. This is the little window you get to post. You get a title of the post, whatever the product is, probably put the product name in there, getting inside the product, and just start typing away.

It's just like using Word. You've got bold. You can even link items here. Click on the little link button and put your affiliate link there. Again don't over-do this. You've got to put lots of good content here and occasional links to your affiliate programs.

You can add an image. Let me just show you how you can do that. You can basically find one on your hard drive. You can put in your web address for using an image. You can decide whereabouts it's going to go.

Honestly, that looks a lot more complex than it is. It's simply point and click and bang, you've got an image in there.

That's it. That's all it is. You just go through there, click on the bottom where you'll see it says Publish Post, and you will end up with something like that. That is all there is to do.

All you need to do is have this content ready, the story about the person, story about the product, the case study, the before/during/after, the infomercial type idea. You can even embed your YouTube videos in here. It's up to you, but it's really easy, it's totally free, and the search engines love blogs.

Those are just two or three ways that you can get free traffic and turn on this tornado traffic for your affiliate offers. I've really only scratched the surface here, as I'm sure you'll appreciate, so what I'm going to do is I'm going to send you off so you can get your sample two free videos of Michael's Traffic Videos.

This is over 50 videos all about how to get free traffic coming to your website. What I've just shown you is not even 1% of those, so I'll send you to the page right now. Get signed up for that and you'll get these free videos. You'll also get the free 40-page ebook on traffic. You also get a 60-minute audio recording on one of my best traffic methods that is not even in this product that you're listening to right now, so I'll send you there right now.

Sign up, get this free traffic stuff, and as you've seen you can do this really really quickly and start getting a lot of traffic into your website.