

# Triangle Marketing



© 2007 McRea site Development



## First Things First

If you want to watch the free Triangle Marketing Videos you must sign up for a free account at our website.

Visit

<http://www.videoblogtraining.info/members/signup.php>



**New Member Registration**

**Membership Type:**

**Payment Method:** N/A - Free Membership

**First Name:**

**Last Name:**


**Email Address:**

**Confirm Email Address:**

**Username:**

**Password:**

**Confirm Password:**

**Fill Out Form** 

If you want access to all the videos you need to select

**Triangle Marketing**

**Sell What People Want**

[www.videoblogtraining.info](http://www.videoblogtraining.info)

New Member Registration

Membership Type:

Payment Method:

First Name:

Last Name:

Email Address:

Confirm Email Address:

Username:

Password:

Confirm Password:

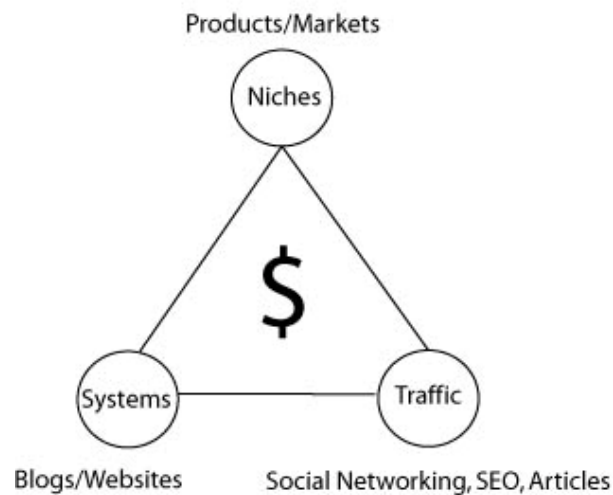
Use pull down menu to select basic account. There will be a \$5 per month

**NOW BACK TO THE eBook**

What is Triangle Marketing? Is it another system like Bum Marketing, Squidoo Marketing or others you've heard about?

What makes Triangle Marketing different?

## Answer: FOCUS



This training system is more than words and videos. It's a complete system used to create legitimate profits on a daily basis. Contained within this guide we will explore each part of the Triangle and demonstrate how to release the marketing genius inside.

## **What is Affiliate Marketing?**

Affiliate marketing is an online advertising channel in which advertisers (online merchants that sell products or services) pay publishers (independent parties that promote the products or services of an advertiser on their Web site) only for results, such as a visitor making a purchase or filling out a form, rather than paying simply to reach a particular audience. This “pay-for-performance” model is in essence the modern version of the “finders’-fee” model, where individuals who introduce new clients to a business are compensated. The difference in the case of affiliate marketing is that advertisers only pay their publishers when the new client introduction results in a sale or a lead, making it a low-risk, high-reward environment for both parties.

## **How it Works at Commission Junction CJ**

Advertisers in a network, like the CJ Marketplace, populate their ad links in the interface, making them available for placement by publishers. Each link is assigned a commission, such as a fixed amount per lead or a percentage of a resulting

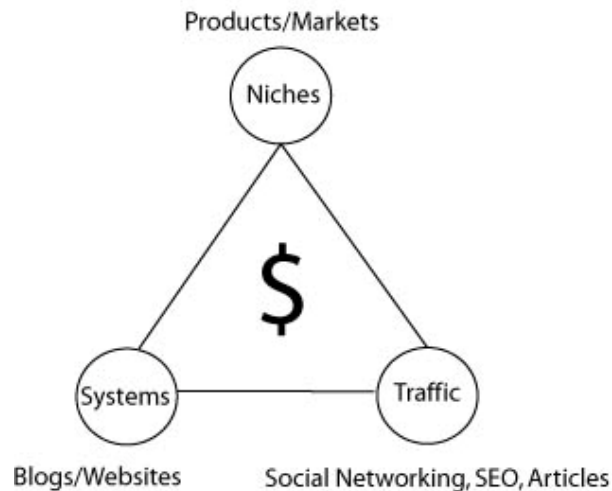
sale on the advertiser's Web site. Publishers looking to monetize their traffic apply to join an advertiser's program. Upon acceptance, the publishers select and place the advertiser's links on their Web sites, in their email campaigns or as part of search listings.

When a consumer clicks on a publisher's link, a cookie is set on the visitor's browser that identifies the advertiser, the publisher, and the specific link and payment rates. When the visitor makes an actual purchase online or fills out a form, that transaction is tracked and recorded by Commission Junction. Upon recording the transaction, Commission Junction handles all of the collection and processing required to ensure fair and timely commission payment for the publisher, and all of the administration and verification necessary to ensure quality sales and leads for the advertiser.

### **Why Triangle Marketing**

Why a Triangle and not a circle, oval or some other catchy name. This system is based on staying focused on the 3 key

techniques that drive success. The three concepts form a triangle and with each point to you must have focus.



## Niches

When I talk about niches what I am really talking about is products. There are dozens of eBooks available that teach you how to select niches. They preach everything from using keyword research tools, to custom web applications, and sales pitches for PLR content sites that do all the Niche research, site creation and sales pages for you.

Most PLR and Master Resale packages have huge potential and there are people make huge profits with these products. They are based on selling information such as eBooks, PLR and Clickbank products. This is a perfectly valid approach and one that makes a lot of money for many creative and talented marketers.

My preference is to sell **Tangible** products as an affiliate. Triangle Marketing techniques work equally well for both info products and tangible products. If there is a demand for a product or information you can use this systems and traffic techniques to sell it.

Here is my take on different products types.

1. Clickbank offers a huge variety of information products and software (over 10,000 products), timely payments and excellent commission rates.
  - i. Need a Clickbank account [Click Here](#)

2. Selling PLR Products, Master Resale Products and even your own eBook provide higher profits and more control over price and marketing approach.
  
3. Selling tangible products for an affiliate program like Commission Junction. Commission Junction (CJ) is trusted, tried and true. Selling tangible products is easier. People instinctively trust buying from the major known retailers that use Commission Junction's affiliate services. Commission rates for tangible products are typically lower than information products, but they are definitely easier to sell.

***Free [Video Called Tour Commission Junction](#)***

The remainder of this marketing program is based on how I market Commission Junction products.

You can use the same techniques to promote any tangible or information products. The sales page may change but the tools and techniques are similar.

## Systems

Websites or Blog, which should I choose? Again the answer is that both have their place. In fact in most cases I use both in combination.

To make it easy for new marketers I am going to focus the remainder of this program on creating "Product Blogs".

### Why Blogs?

1. Blogs simplify SEO
2. They are easy to install
3. There is a large selection of free themes you can use
4. It is easy to add links to blogs
5. Built in "Tag and Ping"
6. Social Networks love Blogs, Google Loves Blogs, Blogs love Blogs! Blogs get more traffic, faster and easier.
7. Easy to organize for readers and they have built in search capabilities
8. Visitors can leave comments.

9. Build in RSS feeds and feed network.

## **Lets Get Started**

### **Choosing a domain name**

The domain name should represent the products you are going to offer at your product blog. Programs like [Nameas](#) can help select a good domain name and give you a good understanding of how much impact the domain name will have with the Search Engines. I tend to keep it simple. I look for domain names that include the main keywords I want to market. Here are some samples of my site:

1. Niche-training.com
2. GuitarWarehouse.com
3. Guitar-Playing-Techniques.com
4. KnownInfo.com
5. Garden-Facts.com
6. VideoBlogTraining.info

I bet you know what every one of these sites is about just by reading the domain name.

## Web Host

There are thousands of great web host. Choose one based on price, downtime stats, and price.

*Free Account [Video Called Choosing a Web Host](#)*


I highly recommend the following web host:

1. [Hosting at McRea Site Development.](#)
2. [HostGator](#)
3. [Ipower](#)
4. [Host Rocket](#)
5. [Blue Host](#)

## Setting Up a Product Blog

It sounds scary but it is actually very simple. If you purchased web hosting from a reliable source they will provide a program called cPanel which you will use to administer your hosting account.

HOME LOGOUT




CPANEL 10


**Welcome** videoblogtraining.info! **Last login from:** 64.73.236.115


**Please update your contact information here.**


**General account information:**


Hosting package	StandardPlan
Shared Ip Address	74.53.26.50
Subdomains	0 / unlimited
Parked Domains	0 / 10
Addon Domains	0 / unlimited
MySQL Databases	2 / unlimited
Disk Space Usage	16.09 Megabytes
MySQL Disk Space	0.75 Megabytes
Disk space available	83.91 Megabytes
Bandwidth (this month)	1.60 Megabytes
Email Accounts	0 / unlimited
Email Forwarders	0


  
Mail


  
Webmail


  
Change Password


  
Parked Domains


  
Addon Domains


  
FTP Manager


  
File Manager


  
Disk Space Usage


  
Backups


  
Password Protect Directories


  
Error pages


  
Subdomain


  
MySQL® Databases


  
Redirects


  
FrontPage® Extensions

  
RAW

  
MySQL

  
MySQL

  
MySQL

  
MySQL

**Basic Account** [Watch the Video Called Using cPanel](#)

Most web hosts have a program called Fantastico which automates installing a number of different free web programs including WordPress.

CPANEL 10

HOME LOGOUT

**Fantastico**

Use Fantastico to automatically install any of the scripts listed on the left. Installing any script will use one of your available MySQL databases. Removing any script will free up one of your used MySQL databases.

Click on any of the items on the left to get more details.

**Navigation**

- Fantastico Home**
- Control Panel Home

**Blogs**

- b2evolution
- Nucleus
- pMachine Free
- WordPress**

**Content Management**

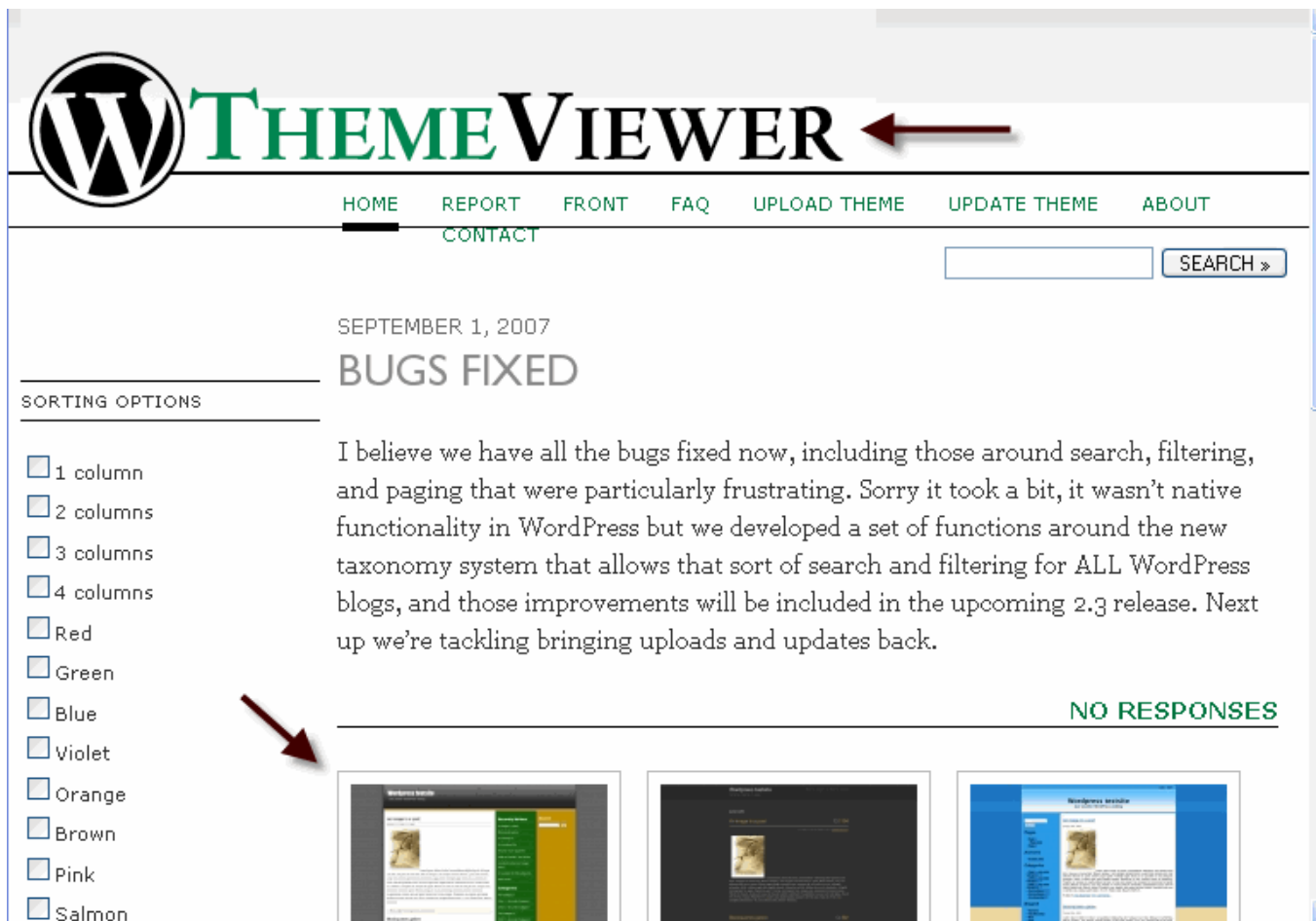
- Drupal
- Geeklog
- Joomla
- Mambo Open Source
- PHP-Nuke
- phpWCMS
- phpWebSite
- Post-Nuke
- Siteframe
- TYPO3
- Xoops

[Watch the Video Called Setting Up WordPress Blog](#)

After watching the videos and installing a basic blog you will want to upgrade the blogs theme. The next video shows you how to find WordPress themes and install them. The Theme is important.

## Choosing and Upgrading WordPress Themes

Fortunately there are hundreds of themes available for free from <http://themes.wordpress.net/> .



The screenshot shows the WordPress Theme Viewer website. At the top left is the WordPress logo. To its right, the text 'THEME VIEWER' is displayed in a large, green, serif font, with a red arrow pointing to it from the right. Below the logo and text is a navigation menu with links: HOME (underlined), REPORT, FRONT, FAQ, UPLOAD THEME, UPDATE THEME, and ABOUT. Below the navigation menu is a search box with a 'SEARCH »' button. The main content area features a date 'SEPTEMBER 1, 2007' and a title 'BUGS FIXED'. Below the title is a 'SORTING OPTIONS' section with a list of checkboxes: 1 column, 2 columns, 3 columns, 4 columns, Red, Green, Blue, Violet, Orange, Brown, Pink, and Salmon. A red arrow points to the 'Blue' checkbox. To the right of the sorting options is a text block starting with 'I believe we have all the bugs fixed now, including those around search, filtering, and paging that were particularly frustrating. Sorry it took a bit, it wasn't native functionality in WordPress but we developed a set of functions around the new taxonomy system that allows that sort of search and filtering for ALL WordPress blogs, and those improvements will be included in the upcoming 2.3 release. Next up we're tackling bringing uploads and updates back.' Below the text block is a 'NO RESPONSES' link. At the bottom of the page are three theme preview thumbnails.

You can browse through the many themes, download and easily install on your site.

**Basic Account** [Watch the Video Called Installing WordPress Theme](#)

You need to select a theme that will work with the CJ product code. Here are two pictures of two different themes with the same product posted. The first theme is very attractive but when the product information is posted from CJ the text from the item wraps into the theme.

videoblogtraining.info  
Test

Home About

Search

Translators  
Categories  
Archives  
Pages  
Blogroll

Recent Entries  
Recent Comments  
Social Network

### B.C. Rich Perfect 10 Bich 10-String Electric Guitar Trans Red

Posted in September 17th, 2007 | Edit  
by admin in Blogroll

**B.C. Rich Perfect 10 Bich 10-String Electric Guitar Trans Red**

B.C. Rich is proud to introduce a handcrafted inspired imported version of the 10-string - the Perfect 10 Bich 10-string guitar. These guitars feature B.C. Rich's neck through design, and a solid mahogany body and contoured wood stringers. In addition to their eye-catching appeal, these instruments are

Subscribe to feed  
Stumble this site  
Add to my Technorati Favorites

main post

September 2007

W T F S S

The following theme is much simpler but the text from the product being posted works much better:

**videoblogtraining.info**  
Test

SEARCH RSS FEED

**B.C. Rich Perfect 10 Bich 10-String Electric Guitar Trans Red**  
Sep 17th, 2007 by [admin](#) | [Edit](#) | [No Comments »](#)

 **B.C. Rich Perfect 10 Bich 10-String Electric Guitar Trans Red**

B.C. Rich is proud to introduce a handcrafted inspired imported version of the 10-string - the Perfect 10 Bich 10-string guitar. These guitars feature B.C. Rich's neck through design, and a solid mahogany body and contrasting wood stringers. In addition to their eye-catching appeal, these instruments are designed for function. The Perfect Bich 10-string guitars have a comfortable 24-5/8" scale on the 24 jumbo fret ebony fingerboard, headstock and neck binding, string through the body design, tune-o-matic style bridge and two open faced Rockfield humbucker pickups. The Perfect 10 is the model most faithful to the classic Bich 10 strings players remember. It's controls include 2 volume knobs, a tone knob, a 3-way toggle, 5-way chicken head tone filter, two coil tap switches and one reverse phase mini switch. Rockfield Mafia Pickups: The Rockfield Mafia pickup is the perfect choice for that warm, overdriven tone that has made some of the world's leading guitarists famous. These custom high output pickups cut through any mix with loud and proud authority, all the while maintaining extreme balance and note definition. The overall tone is clear and rings true in any format with booming low ends and crisp mids and highs that are now again what timeless music is made from. Years ago B.C. Rich

I agree the first theme may be more attractive, but the point is to sell product. Simpler is better.

With a little research and some trial and error you can find a theme that works well and looks attractive. Here's the one I use at my guitar blog:

The screenshot shows a WordPress blog post with a blue header. The main title is "Guitar Warehouse Hot Products" in white text over a background image of musical instruments. Below the header is a search bar. On the left side, there is a sidebar with sections: "Pages" (link to "About"), "Archives" (links for "September 2007" and "August 2007"), and "Categories" (links for "Acoustic Guitar (2)", "Amplifier (2)", "Bass Effect (1)", "Classical Guitar (1)", "Drumsets (2)", "Fender Guitar (2)", "Gibson Les Paul (4)", "Guitar (9)", "Guitar Effects (3)", and "Live Sound (1)"). The main content area shows a post dated "September 18th, 2007" with "Comments Off". The title of the post is "Kustom KPM8420T / KPC215H PA Package". Below the title is an image of a PA system and a detailed description of the equipment.

September 18th, 2007 Comments Off [Kustom KPM8420T / KPC215H PA Package](#)



Putting together a PA system can be a hassle, so we did the work for you! System includes a Kustom KPM8420T 8-channel, 400W powered mixer, 2 Kustom KPC215H 2x15" speakers, 2 - 20' Horizon speaker cables, 3 AKG D 8000 S microphones, 3 - 20' Lo-Z mic cables, and 3 Musician's Friend tripod mic stands. Kustom PA KPM8420T Powered Mixer When you need more live music power or want more features, this mixer delivers. Dual 200W amps are assignable to monitors or mains powering 8 channels with mic preamps, 8 balanced XLR inputs, and 8 line inputs, 2 with instrument-ready preamps. Each channel is equipped with a -20dB pad and 3-band EQ. 2 independent 24-bit digital effects modules and dual 7-band graphic EQs with feedback notching deliver tons of tone tweakability and let you fine tune your sound for any venue. Kustom KPC215H Speaker Cabinets with Horns These speaker cabs employ specially voiced crossovers to ensure clear separation of frequencies for crisp, full-range reproduction. 2 - 15" woofers each deliver punchy, room-filling

With some time and practice you can even modify themes, which I have done by changing the header graphic for this blog.

## Working with WordPress Plug-ins

Plug-ins are **free** specialty scripts that can be downloaded and added to your blog. They add functionality and improve blog efficiency. You can find tons of WordPress plug-ins at [wordpress.org](http://wordpress.org).

There are only a few plug-ins I recommend. I use plug-in called Gregarious for Social Bookmarking. It is a very helpful plug-in when you start to generate traffic.

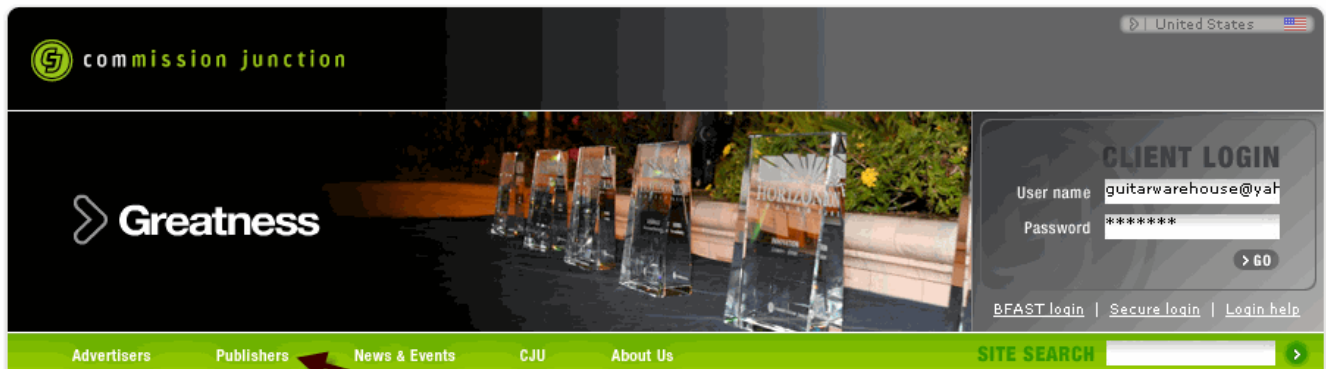
The image shows a screenshot of a blog post with several annotations. On the left, there is a sidebar with a 'Developments' section containing a 'FROM THE BLOGOSPHERE' widget with various article links. Below this is a 'Meta' section with links for 'Site Admin', 'Logout', 'Valid XHTML', and 'Valid CSS'. The main content area features a 'Blog Rush' widget with a '4 diggs' counter and a 'dugg!' button. A 'Gregarious' widget is also present, showing a 'Share This' button and a social bookmarking icon. Two red arrows point from the text 'Blog Rush' and 'Gregarious' to their respective widgets. To the right of the main content, there is a sidebar with several promotional links: 'Small Business Grants Kit', 'Business Insurance Quote', 'Nationwide Direct Mail', and 'Small Business From Home'. The text 'Shopit is a free Social Commerce Peer Network...' is visible at the top of the main content area.

You can see in this image that Gregarious is used to help visitor Social Bookmark your site. We'll discuss this in more detail in the traffic section. I've also pointed out Blog Rush which is a new tool being offered by John Reese to help promote web traffic.

**Basic Account** [Watch the Video Called Installing Gregarius Plugin](#)

## Selecting Products in CJ

If you are not a member of Commission Junction you need to file an application. All applicants are accepted, but you must have a website before you can join. To join simply go to [www.cj.com](http://www.cj.com) and select the Publishers option



Application is here

**COMMISSION JUNCTION,**  
A VALUECLICK, INC. COMPANY,  
IS A GLOBAL LEADER IN THE  
ONLINE ADVERTISING CHANNELS  
OF AFFILIATE MARKETING AND  
MANAGED SEARCH

We drive quality results, deliver superior service and develop sustainable relationships for advertisers and publishers through our performance-based solutions

[> learn more](#)

### advertisers

Drive quality results and extend your reach by partnering with affiliate marketing's most productive network of publishers. Further increase sales by complementing your customized affiliate marketing program with a fully-managed and integrated, comprehensive search engine marketing solution. Click [here](#) to learn more about our affiliate marketing solutions and click [here](#) to learn more about our managed search solution, CJ Search™.

### publishers

Maximize your revenue opportunities by developing sustainable relationships with top-tier advertisers. Perform and get paid for every sale and lead you

Complete the application.

**Basic Account** [Watch the Video Called Applying at Commission Junction](#)

After setting up your CJ account you need to apply for individual affiliate programs. You may not be accepted by every advertiser you apply too. Some companies have very specific requirements that must be met.

Don't worry there are a lots of options in every product category.

Make sure you apply to affiliate programs that offers a high earning per hundred (EPC). The EPC (Average Earnings Per One Hundred Clicks) is a relative rating that illustrates the ability to convert clicks into commissions. 3-month EPC values are calculated and updated daily, using data beginning five months previous through three months previous. See how different advertiser rate:

	<u>Advertiser</u>	<u>3 Month EPC (USD)</u>	<u>7 Day EPC (USD)</u>	<u>Network Earnings</u>	<u>Sale</u>	<u>Lead</u>	<u>Click</u>	<u>Status</u>	<u>Category</u>
<input type="checkbox"/>	<b>FranklinCovey Europe</b> » <a href="#">View Links</a>	\$102.70	\$87.83		Sale: 12.00% GBP			No Relationship	Productivity Tools
<input type="checkbox"/>	MyFax » <a href="#">View Links</a>	\$91.36	\$17.40		Sale: \$14.00 USD Lead: \$12.00 USD <i>Performance Incentive</i>			No Relationship	Productivity Tools
<input type="checkbox"/>	BiGDUG » <a href="#">View Links</a>	\$91.25	\$12.93		Sale: 8.00% GBP <i>Performance Incentive</i>			No Relationship	Office
<input type="checkbox"/>	Soundview Executive Book Summaries » <a href="#">View Links</a>	\$89.46	\$50.82		Sale: 20.00% USD <i>Performance Incentive</i>			No Relationship	Productivity Tools
<input type="checkbox"/>	<b>GoToWebinar™</b> \$200/REFERRAL + BONUSES GoToMeeting / GoToWebinar » <a href="#">View Links</a>	\$70.57	\$54.78		Sale: \$100.00 - \$150.00 USD Lead: \$3.00 - \$50.00 USD			No Relationship	Productivity Tools
<input type="checkbox"/>	 <b>RingCentral</b> September Promotion RingCentral: Virtual Phone and Fax » <a href="#">View Links</a>	\$68.84	\$49.72		Sale: \$20.00 - \$40.00 USD Lead: \$15.00 - \$25.00 USD <i>Performance Incentive</i>			No Relationship	Telephone Services
<input type="checkbox"/>	 HP Home & Home Office Store » <a href="#">View Links</a> » <a href="#">View Products</a>	\$67.09	\$86.55	<b>Good</b> →	Sale: 2.00% USD Lead: \$5.00 USD <i>Performance Incentive</i>			Active	Computer HW
<input type="checkbox"/>	AFFILIATE PROGRAM	\$63.79	\$46.74		Sale: \$35.00 - \$100.00 USD Lead: \$10.00 - \$30.00 USD			Active	Productivity Tools

Make sure the affiliate programs you select have a broad selection of products to choose from. Here are a few of my favorite programs at CJ

## » FEATURED ADVERTISERS

### RECENTLY LAUNCHED



SHOP.COM™



COREL®



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### SELECTED CJ VANTAGE™ CLIENTS



See any names you trust? CJ has the best vendors, and it is easier to sell something people already trust.

**Basic Account** [Watch the Video Called Selecting CJ](#)

## [Affiliate Programs](#)

Now that you have a theme, a blog and some products to sell it is time to start posting items to your blog. This is actually very simple to do. To get the best results you will need to make a very simple change to the html code provided by CJ. The following video will show you how to select items from CJ, modify the code and post them to your Product Blog.

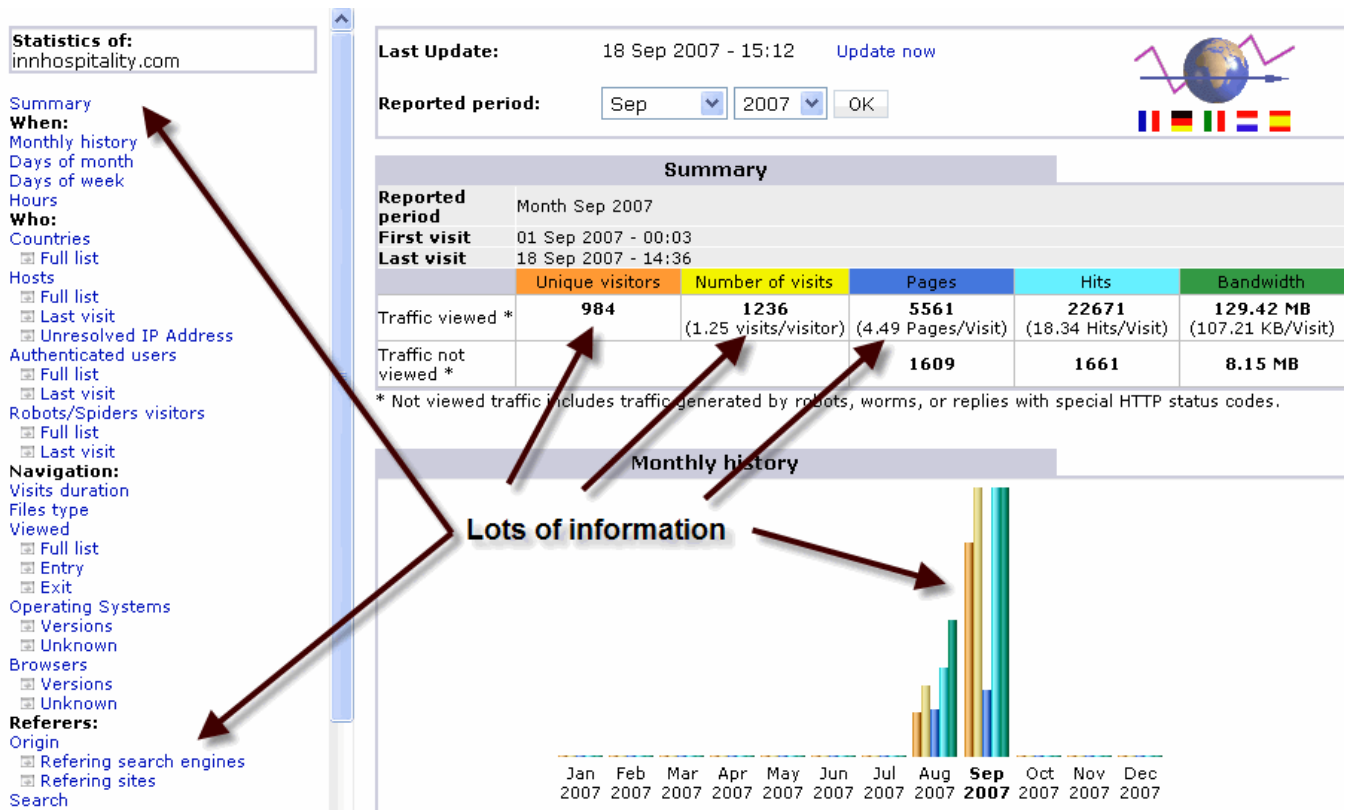
*Basic Account* [Watch the Video Called Posting Items in Blog](#)

That is all there is to creating a product blog. You are going to need to do a lot more than simply joining an affiliate program and post items into your blog. The next section is going to focus on how to generate traffic for your blogs. Without traffic you will not make any money.

### **Traffic**

In my business I do two things every morning. I check my bank account and then I study my traffic statistics. If you are using a good web host they will have quality

stats available. Here is a sample for a blog I recently created:



This site is less than a month old. From Sept 1 – Sept 18 the site has been visited by 984 unique real people. Thanks largely to using a blog format and social bookmarking.

There are other very powerful stat packages, including Google Analytics. I only use the one provided to me by my web host. It's a personal preference. I want to know

what's going on, but I do not want to get so caught up in the detail that I do not get anything else done.

Generating traffic for your product blog should take up most of your time during the day. You put a bunch of effort up front picking products, building blogs, posting items, and then nothing happens. Building traffic takes effort, requires time, patience and consistency. There are a few techniques that get you a ton of instant traffic which you will learn about below.

There are dozens of eBooks that promise secrets, amazing SEO tips and traffic building secrets. Here's the gist... there are no secrets, there is no magic wand. I am going to share with you what works for me, and I suspect these are the same techniques being used by most marketers.

I call it the (you guessed it) Traffic Triangle



Again I am using the triangle to bring focus to those techniques that actually work for me. Each of the following techniques can be categorized by one of the three points of the Traffic Triangle. They are either SEO, Social or Article based techniques.

## **Blog SEO**

The great thing about blogs is so much of the on page SEO is taken care of automatically. So there is very little you need to do to create an optimized page. Depending on the template you use, your post will have the correct h1 tags, keywords, and page description. The balance of blog SEO involves harvesting links from other blogs, directories and web sites.

Take a look at this page.

The screenshot shows a blog page with a dark header and a red navigation bar. The main content area features a post with a red title and a date of September 18th, 2007. A red arrow points to the title, labeled 'H1 Tags'. The page includes sidebars for 'Translators', 'Categories', 'Information', 'Social Network', and 'Recent Entries'.

Ads by Google   Small Business Plan   Business ISP   Business Women   Setting Up a Business

Bill's Thoughts  
and cool links

Home   Links   Welcome from Bill McRea

**Translators**  
SEO

**Categories**

- Business
- Cool stuff
- General Information
- Internet Marketing
- News
- SEO
- Social Networking

**Information**

- [SEO Tools](#)
- [Long Tail Keywords](#)
- [Latent Semantic Indexing](#)
- [Google Supplemental Index](#)

**Social Network**

- Subscribes to feed
- Stumble this site **main post**
- Add to my Technorati favourite

**Recent Entries**

- Shopit Brings E-Commerce to Social Networks, Blogs, Newsletters, Forums and Email via 'Social Commerce'
- Vertex Internet Hosts Free RSS Webinar
- Small Business Can Use Self-Promotion to Gain Market Share

**Shopit Brings E-Commerce to Social Networks, Blogs, Newsletters, Forums and Email via 'Social Commerce'**

Published in September 18th, 2007 | Edit

Posted by Bill in [Social Networking](#)

No Comments

Social Commerce has arrived. Shopit is a free Social eCommerce network which enables users to build their own storefront, customize it, then link it with profiles in multiple social networks without ever leaving the community.

**Our network is designed to provide a simple channel to buy, sell and trade anywhere on the internet for free. Our tools bring commerce to the user at no**

Los Angeles, CA. (PRWEB) September 18, 2007 — Social Commerce has arrived. Shopit is a free Social eCommerce network which enables users to build their own storefront, customize it, then link it with profiles in multiple social networks without ever leaving the community. Users can

The HTML code for this page looks like:

```
<html xmlns="http://www.w3.org/1999/xhtml">
<head profile="http://gmpg.org/xfn/11">
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
<meta name="description" content="Bill McRea blog with comments and links about internet marketing" />
<meta name="keywords" content="internet marketing, seo, home business" />
<meta name="copyright" content="2007 McRea Site development" />
```

You can see the meta tags for site description and keywords. The link to your post are formatted with title and h1 tags:

```
<div class="post-meta" id="post-36">  
<h1><a href="http://mcreasite.com/blog/?p=36" title="Shopit Brings E-Commerce to Social Networks, Blogs,  
<div class="post-date">Published in September 18th, 2007 &#124; <a href="http://mcreasite.com/blog/wp-ac  
<div class="authors-cat">Posted by <a href="http://mcreasite.com/blog/?author=1" title="Posts by Bill">|
```

These are all the important elements of good on-page SEO. When search engines find your blog they will quickly know what your site is about and index the site appropriately.

## Tag and Ping

A lot has been written about Tag and Ping techniques, and as a result people have been tagging and pinging like there will be no tomorrow. There are whole blog systems created to generate traffic by posting useless duplicate content and then tagging and pinging. As a result the technique seems to be losing effectiveness.


You need to tag and ping every post you make. But with WordPress this is automatic and pinging hundreds of different services after the post will just be redundant

and may even cause your site to get banned. Let WordPress take care of the work for you. In WordPress admin underneath writing functions, you can list all the ping services you want to use. I just use pingomatic.

### **Update Services**

When you publish a new post, WordPress automatically notifies the following site update services. For more about this, see [Update Services](#) on the Codex. Separate multiple service URLs with line breaks.

`http://rpc.pingomatic.com/`



Pingomatic will ping other services.

SERVICES TO PING (CHECK COMMON)

<input type="checkbox"/> Weblogs.com <a href="#">[link]</a>	<input type="checkbox"/> Blo.gs <a href="#">[link]</a>	<input type="checkbox"/> Technorati <a href="#">[link]</a>
<input type="checkbox"/> Feed Burner <a href="#">[link]</a>	<input type="checkbox"/> Syndic8 <a href="#">[link]</a>	<input type="checkbox"/> NewsGator <a href="#">[link]</a>
<input type="checkbox"/> Feedster <a href="#">[link]</a>	<input type="checkbox"/> My Yahoo! <a href="#">[link]</a>	<input type="checkbox"/> PubSub.com <a href="#">[link]</a>
<input type="checkbox"/> Blogdigger <a href="#">[link]</a>	<input type="checkbox"/> BlogRolling <a href="#">[link]</a>	<input type="checkbox"/> BlogStreet <a href="#">[link]</a>
<input type="checkbox"/> Moreover <a href="#">[link]</a>	<input type="checkbox"/> Weblogalot <a href="#">[link]</a>	<input type="checkbox"/> Icerocket <a href="#">[link]</a>
<input type="checkbox"/> News Is Free <a href="#">[link]</a>	<input type="checkbox"/> Topic Exchange <a href="#">[link]</a>	

**Specialized Services**

<input type="checkbox"/> Audio.Weblogs <a href="#">[link]</a>	<input type="checkbox"/> RubHub <a href="#">[link]</a>	<input type="checkbox"/> GeoURL <a href="#">[link]</a>
<input type="checkbox"/> A2B GeoLocation <a href="#">[link]</a>	<input type="checkbox"/> BlogShares <a href="#">[link]</a>	

Send Pings »

## What is this?

Ping-O-Matic is a service to update different search engines that your blog has updated.

We regularly check downstream services to make sure that they're legit and still work. So while it may appear like we have fewer services, they're the most important ones.

Make sure to only ping specialized services if they're relevant to your blog, otherwise you'll cause an undue burden on them.

If your blog is set up with specific keywords as categories your content will quickly be indexed by Google, Yahoo, Technorati and other services.

## Article Marketing/Press Releases

Article marketing is the most effective way to build long term traffic. They provide immediate traffic from the links

in the article and also help build page rank and search engine traffic. Press Releases are a form of very POWERFUL article marketing. Here is a sample of a Press Release done at PRweb and then propagated at hundreds of authority sites. Lots of great links and traffic from one Press Release.

The screenshot shows the website header with the logo "hospitality industry" and navigation links: Home, Directory, Jobs, News, Hotels, Forums, Wiki, Join. The main content area features a "Latest news" sidebar with items like "Exec leaves Yahoo! for SideStep" and "TripAdvisor Scores Up America's Spookiest Hotels". The main article is titled "A New Concept in Social Networking - InnHospitality Developed Especially for Hospitality Folks" and includes a sub-headline: "Many students and professionals in the hospitality industry would like one website where they can do it all - participate in forum discussions, write blogs, search for jobs, post jobs, post events, chat with friends, and connect through social networking. InnHospitality (innhospitality.com) is the first website where hospitality folks can do all of these things and more."

### A New Concept in Social Networking - InnHospitality.com Developed Especially for the Hospitality Industry

*Many students and professionals in the hospitality industry would like one website where they can do it all - participate in forum discussions, write blogs, search for jobs, post jobs, post events, chat with friends, and connect through social networking. InnHospitality (innhospitality.com) is the first website where hospitality folks can do all of these things and more.*



“ Our site invites students and professionals working in hospitality to share their adventures, anecdotes, and stories with others in the industry that may understand and appreciate them most ”

San Diego, CA (PRWEB) August 29, 2007 -- Guests have plenty of sites for comments and reviews; InnHospitality welcomes comments and reviews from hospitality insiders. Who knows more about the realities of the [Hospitality Industry](#) than the people behind the scenes? "Our site invites students and professionals working in hospitality to share their adventures, anecdotes, and stories with others in the industry that may understand and appreciate them most", said Leslie Tindiglia of InnHospitality.com

Students in all areas of hospitality - culinary, hotels, restaurants, spas, etc. - are encouraged to join InnHospitality to meet like-minded students from their own and other hospitality schools. Education is just one of the many topics they can discuss in the forum, in a group, in private messages, or in a chat room. New friendships could be made that may help with future business and/or personal relations. Isn't that what networking is all about?

On a professional note, InnHospitality could help with hospitality careers. Site members will be able to search employment classifieds in all areas of hospitality. It also may be possible, through social networking, for folks to meet someone who could lead them to their dream job or location.

For employers, InnHospitality classifieds are ideal, and currently free of charge. Jobs can be posted on a website developed especially for hospitality students and professionals. Talk about reaching your target market!

InnHospitality is the one website where students and professionals in the hospitality industry can combine all things hospitality. So if you're in hospitality, join innhospitality.com. We are the center of hospitality.

About InnHospitality.Com  
InnHospitality.com is the first social networking website created especially for hospitality students and industry professionals. The website features an interactive forum, blog, chat, groups, events, private messaging, classifieds, and opportunities for networking by like minded individuals in the [Hospitality Industry](#) . For more information please visit [www.innhospitality.com](http://www.innhospitality.com) We are the center of hospitality.

For more information:  
Bill McRea, Business Development  
(619) 241-1132



I use ezinearticles.com to publish all of my articles. I have also used articlemarketer.com to distribute articles to various directories around the net. Article Marketing has been abused in recent history due to the huge emphasis on Bum Marketing, article spinners and just plain junk articles. Press Releases tend to have more punch since they are reproduced on powerful authority websites throughout the net. The more powerful the site the more page rank and excitement there is about your site. The result is lots and lots of search engine traffic.

Here is an image of ezinearticle.com home page:


<b>EzineArticles For Authors</b>	<b>Article Categories</b> <span style="float: right;">expand all / shrink all</span>	<b>Author Spotlight</b>
<ul style="list-style-type: none"> <li>▶ <a href="#">Submit Articles</a></li> <li>▶ <a href="#">Members Login</a></li> <li>▶ <a href="#">Benefits</a></li> <li>▶ <a href="#">Recent Articles</a></li> <li>▶ <a href="#">Expert Authors</a></li> <li>▶ <a href="#">Experts By Location</a></li> <li>▶ <a href="#">Read Endorsements</a></li> <li>▶ <a href="#">Editorial Guidelines</a></li> <li>▶ <a href="#">Author TOS</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Business</a> ▼</li> <li><a href="#">Internet and Businesses Online</a> ▼</li> <li><a href="#">Finance</a> ▼</li> <li><a href="#">Insurance</a> ▼</li> <li><a href="#">Legal</a> ▼</li> <li><a href="#">Real Estate</a> ▼</li> <li><a href="#">Home Based Business</a> ▼</li> <li><a href="#">Writing and Speaking</a> ▼</li> <li><a href="#">Computers and Technology</a> ▼</li> <li><a href="#">Communications</a> ▼</li> <li><a href="#">News and Society</a> ▼</li> <li><a href="#">Relationships</a> ▼</li> <li><a href="#">Reference and Education</a> ▼</li> <li><a href="#">Health and Fitness</a> ▼</li> <li><a href="#">Self Improvement</a> ▼</li> <li><a href="#">Recreation and Sports</a> ▼</li> <li><a href="#">Travel and Leisure</a> ▼</li> <li><a href="#">Home Improvement</a> ▼</li> <li><a href="#">Home and Family</a> ▼</li> <li><a href="#">Pets</a> ▼</li> <li><a href="#">Automotive</a> ▼</li> <li><a href="#">Cancer</a> ▼</li> <li><a href="#">Food and Drink</a> ▼</li> <li><a href="#">Kids and Teens</a></li> <li><a href="#">Women's Interests</a></li> <li><a href="#">Arts and Entertainment</a> ▼</li> <li><a href="#">Shopping and Product Reviews</a> ▼</li> </ul>	<div style="border: 1px solid black; padding: 2px;"> <p><b>Burton Danet, Ph.D.</b></p>  <p>Level: Basic 1 Live Articles</p> <p>Burton Danet, Ph.D., Clinical Psychologist (retired) Co-Founder, Better Community For All (ABC4All): "Maximizing Charitable Contributions ... <a href="#">more</a></p> </div> <div style="border: 1px solid black; padding: 2px;"> <p><b>A. H. Scott</b></p>  <p>Level: Platinum 19 Live Articles</p> <p>Encourages, inspires and motivates non-readers and those who live and work with them to discover ... <a href="#">more</a></p> </div> <div style="border: 1px solid black; padding: 2px;"> <p><b>Pamela Jacob</b></p>  <p>Level: Basic 3 Live Articles</p> <p>Pamela Jacob, owner of Artista Design specializes in all types of visual mediums and has ... <a href="#">more</a></p> </div>
<b>For Publishers</b>	<b>Recently Approved Articles</b>	
<ul style="list-style-type: none"> <li>▶ <a href="#">Terms of Service</a></li> <li>▶ <a href="#">Ezines / Email Alerts</a></li> <li>▶ <a href="#">Manage Subscriptions</a></li> <li>▶ <a href="#">EzineArticles RSS</a></li> </ul>	<p>From: Today, Tuesday September 18, 2007</p> <p><a href="#">Reach For The Stars With Nashville Downtown Real Estate</a> By: Gary Ashton - Nashville, "Music City USA", the Country Music Capital of the World, is a place we've all heard of, where music history has been made, and made again, many times over. Nashville is home to the Grand Ole Opry, the Country Music Hall of Fame, and the CMA Music Festival.</p> <p><a href="#">Eviction Do's and Don'ts In Georgia</a> By: Trey Phillips - Do file an eviction with the courts, don't do anything outside of the court process! Don't stop the eviction proceeding just because the tenant is gone.</p> <p><a href="#">Restoration Is A Process Of Elimination</a> By: David Atkin - An auto restoration is a</p>	
<b>For Everyone</b>		
<ul style="list-style-type: none"> <li>▶ <a href="#">Blog</a></li> <li>▶ <a href="#">Forums</a></li> <li>▶ <a href="#">About Us</a></li> <li>▶ <a href="#">What's New</a></li> <li>▶ <a href="#">Contact Us</a></li> <li>▶ <a href="#">Article Writing Shop</a></li> <li>▶ <a href="#">Advertising</a></li> <li>▶ <a href="#">Affiliates</a></li> <li>▶ <a href="#">Privacy Policy</a></li> </ul>		

Here is an image of an article and the link in the authors resource box:

Gardens can be for simple pleasure, for fun or for show. Your direct involvement in your green landscape will help in garden ideas to flood automatically. Apart from having fun, it is important to protect your garden from different kinds of pests and insects. Care should be taken to not harm the plants while using the chemicals or pesticides. After all, garden ideas are truly successful when adequate care is taken along with beautification of the garden.

Gardening and landscaping are one of life's simple joys. Learn more about [Garden Ideas](#) by visiting our [Garden Facts](#) web site.

Article Source: [http://EzineArticles.com/?expert=Bill\\_McRea](http://EzineArticles.com/?expert=Bill_McRea)



**Anchor Text**

Notice the links are created or tagged with keyword as the "anchor text". Search engines use anchor tags to locate and categorize a website.

For information on how to do press releases I have written a great eBook called Press Release Magic or you can watch the free video at my site.

*Free Account [Watch the Video Called Submitting Press Release](#)*

## **Social Bookmarking**

The current rage for a reason, it works and it works well. I have a few videos just on this topic. For best results I want to offer a few suggestions. **Digg, Stumbleupon and Netscape can give you immediate traffic.** In the case of Stumbleupon I have received thousands of visits in a matter of a few short hours. You can see the effect of one blog posting that I stumbled upon here:

Day	Number of visits	Pages	Hits	Bandwidth
01 Sep 2007	16	92	283	1.96 MB
02 Sep 2007	10	66	178	1.27 MB
03 Sep 2007	13	132	330	3.06 MB
04 Sep 2007	20	147	315	2.26 MB
05 Sep 2007	175	726	3955	16.50 MB
06 Sep 2007	21	678	1094	10.17 MB
07 Sep 2007	13	210	358	2.88 MB
08 Sep 2007	15	143	321	2.63 MB
09 Sep 2007	73	255	1478	7.15 MB
10 Sep 2007	29	297	469	3.47 MB
11 Sep 2007	68	376	1175	8.52 MB
12 Sep 2007	71	354	1157	7.72 MB
13 Sep 2007	97	289	1578	8.02 MB
14 Sep 2007	75	173	950	5.04 MB
15 Sep 2007	72	362	1317	8.27 MB
16 Sep 2007	92	388	1514	10.14 MB
17 Sep 2007	352	762	5987	28.00 MB
<b>18 Sep 2007</b>	24	111	232	2.35 MB
19 Sep 2007	0	0	0	0

Used stumbleupon to bookmark blog post

When I use stumbleupon I get immediate traffic. Look at these results on a 3 week old website:

Connect to site from				
Origin	Pages	Percent	Hits	Percent
<b>Direct address / Bookmarks</b>	861	35.2 %	1218	35.9 %
<b>Links from a NewsGroup</b>				
<b>Links from an Internet Search Engine - Full list</b>	1388	56.8 %	1975	58.3 %
- Stumbleupon (Social Bookmark) 1367 1954				
- Netscape	8	8		
- Windows Live	6	6		
- Google	4	4		
- Yahoo!	3	3		
<b>Links from an external page (other web sites except search engines) - Full list</b>	193	7.9 %	193	5.6 %
- <a href="http://www.facebook.com/group.php">http://www.facebook.com/group.php</a>	62	62		
- <a href="http://www.prweb.com/releases/hospitality/industry/prweb549670.h...">http://www.prweb.com/releases/hospitality/industry/prweb549670.h...</a>	42	42		
- <a href="http://www.emediawire.com/releases/2007/8/emw549670.htm">http://www.emediawire.com/releases/2007/8/emw549670.htm</a>	6	6		

**This site is less than a month old. Look at the traffic from Social Bookmarking**

**Posting in Facebook**

By "tagging" or "bookmarking" your products or services web surfers can share their discoveries with other users on the web, and also give the publisher an insight into consumers interest. For example, a publisher who has implemented social bookmarking technology on their site can allow an end-user who is looking for a digital camera to "tag" the advertisers or deals that meet their particular needs. When the end-user revisits the publisher's site to make a purchase, they can access their tags, review the tagged items and make a final buying decision.

Additionally, other end-users on the same publisher site who are looking for a digital camera can view the advertisers and deals that were tagged by their fellow community members. These peer generated recommendations are powerful tools proven to drive sales for the publisher Web sites that implement them. Both forums and social bookmarking help publishers tap into their communities and deliver more specialized content to their end-users.

Here is what these sites look like:

Digg.com

**digg™** My Profile Add Friends Submit New Logout

**All** **News** **Videos** **Podcasts** **Customize** **Popular** **Upcoming**

**Technology** → [Apple](#) [Design](#) [Gadgets](#) [Hardware](#) [Industry News](#) [Linux/Unix](#) [Microsoft](#) [Mods](#) [Programming](#) [Security](#) [Software](#) [Tech Deals](#)

**Technology** Most Recent Top in 24 Hr 7 Days 30 Days 365 Days

Check out **New Digg Profiles** — also read our updated **Terms of Use** and **Privacy Policy** Remove

**191** diggs **The XP alternative for Vista PCs**  
 news.com — Microsoft is quietly telling PC makers they can offer a Windows XP "downgrade" to customers buying systems preloaded with Vista. [More...](#) (Microsoft)  
 digg it 51 Comments Share Bury digitalgopher — made popular **28 min ago**

**509** diggs **3 Most Amazing 3D Street Artists in the World [PICS]**  
 weburbanist.com — Do you normally think of graffiti as subversive art spray-painted illegally on the walls of a city? Some artists, including Edgar Mueller, Julian Beever and Kurt Wenner, defy that stereotype, painting and chalking openly on city streets and sidewalks. Check out these brief bios with 20 amazing images of their work from around the world! [More...](#) (Design)  
 digg it 25 Comments Share Bury suxmonkey — made popular **58 min ago**

**350** diggs **Pictures: Crazy Japanese Vending Machines [Eggs, Umbrellas, Porn, More...]**  
 photomann.com — PhotoMann has a large 'collection' of images of unique vending machines from around Japan. One of them can be seen here. The machines are everywhere.

**IBM {resource center}**  
 powered by digg technology

Experience IBM assets designed specifically for IT professionals. Digg them if you find them useful.

[White paper: Transforming legacy apps into SOA](#)  
 Enabling Business Flexibility  
 Published: 2007

[IBM Lotus Notes & Domino 8 Brochure](#)  
 Empowering People | Published: 2007

**RATE THESE AND MORE**

**Top 10 in Technology**

**1310** [The Pirate Bay finds proof of foul-play in MediaDefender leak!](#)

**836** [The Most Powerful Linux Command that nobody uses!!](#)

**688** [CSS Frameworks: CSS Reset, Design](#)

## Stumbleupon.com

**StumbleUpon** Discover new sites Home Websites People Videos Have an account? [Login](#)

**Welcome to StumbleUpon!**

Join **3,473,815** Stumblers & Discover New Sites  
 Channel surf the internet with the StumbleUpon toolbar to find great websites, videos, photos and more based on your interests. StumbleUpon learns what you like and makes better recommendations.

[Join StumbleUpon Today >](#)

**Connect, Meet and Share**  
 Connect with friends and share your discoveries, meet people that have similar interests, and check out what other people are discovering

[http://www.stumbleupon.com/](#)  
 Stumble! I like it! Send to Channel: All Favorite

**Recently popular websites with StumbleUpon users**  
[Show me more](#) | [What is this?](#)

 **Full Screen Flash Video Demo**  
 Reviewed by JD001 on Jan 4, 2007  
 BBC Motion Gallery. Impressive and beautiful clips from around the world  
[73 reviews](#) | [Topic: Arts](#)

**Get the StumbleUpon Toolbar**  
 version 3.005 version 3.06  
[Download now — Free >](#)

**Recent Stumblers**  
[Show me more](#)

## del.icio.us:

hotlist what's hot right now on del.icio.us

tags to watch more ...

HOT NOW

see also: popular | recent



43 Folders save this

12569 people

first posted by curtie productivity lifehacks blog gtd organization tags



MyGWT save this

112 people

first posted by emiliobg gwt ajax widgets library framework tags



A List Apart: Articles: Get Out from Behind the Curtain

111 people

save this

first posted by jcs296 design process management client productivity tags



SEOmoz | An Exhaustive List of Search Engine Based Keyword Research Data save this

118 people

first posted by r\_wetzlmayr seo keywords google search research tags



Christophe Huet, professionnel de la retouche photo - professional retouching. Creations et montages d'images - 1er site... save this

111 people

culture

The Fall of Modernity

Martin Varsavsky | English: What happens when a country gives up religion: as Spain shows, nothing much.

BBC NEWS | Health | Sexualisation 'harms' young girls

entertainment

C:DOS Abandonware is like a box of...old games...you never know if you can run it

The Power of Makeup (Extreme Makeover)

TMZ.com - COMING SOON!

logos

Miš i Pile: Logo Design Portfolio

LogoPond - Identity Inspiration

Web2.0 Logo

utilities

Svsinternals Suite

Technorati.com

Introducing Technorati Topics. Discover what's popping now from some of the best blogs on the Web.

free cursors - free cursors - free cursors - free cursors - free CURSORMANIA® cursors - free cursors - free cursors - free cursors - free d

**Free Cursors!**

Technorati™ advanced search

search for... Search

Home | Popular | Topics Join | Sign in | Help

9:53 AM PDT - New blog posts (mouse over to pause)

Query time: 0.1 seconds

All Entertainment Technology Politics Sports Business Life

Info

What's popping now.  
The best of blogs and more.



Project O Trailer

by tranism in electro\*plankton · Authority: 318

Tagged: gaming

If you can imagine a game that combines elements from Animal ... Read more >



Tanks Of Water - Osaka, Japan

in Travel Blogs | Travel Journals | Travelogues | Travel Diaries | Since 1997 · Authority: 999

Tagged: travel blogs

Jump to the full entry & travel map Osaka, Japan Photos... Read more >



Cell Phones Are Everywhere

by joegtmv in The Moderate Voice Å Domestic and international news analysis, irreverent comments, original reporting, and popular culture fea · Authority: 1,408

Search Terms

youtube

noelia

ron paul

vanessa hudgens

melayu bogel

photos

utube

music

Tags

Ringtones

Laptop

Notebook

lenovo

Computers

PC

Ringtone

Laptops

These sites work and they can send more immediate traffic and residual traffic than any other system.

**Basic Account** [Watch the Video Called Social Bookmarking](#)

## Link Building

Search engines use links to determine relevancy and the importance of a site and it's content. One way relevant links are the most desirable links to create for your blog or website. These can be easily accomplished with article marketing, squidoo lenses, press releases and social bookmarking.

### Pages that link to yours [?]

<http://www.mcreasite.com/> ▾

This table provides a list of external pages that link to <http://www.mcreasite.com/blog/>

Link	Last found
<a href="http://forums.digitalpoint.com/showthread.php?t=453250">http://forums.digitalpoint.com/showthread.php?t=453250</a>	Sep 25, 2007
<a href="http://forums.digitalpoint.com/showthread.php?t=462162">http://forums.digitalpoint.com/showthread.php?t=462162</a>	Sep 27, 2007
<a href="http://forums.digitalpoint.com/showthread.php?t=465237">http://forums.digitalpoint.com/showthread.php?t=465237</a>	Sep 25, 2007
<a href="http://forums.digitalpoint.com/showthread.php?t=465720">http://forums.digitalpoint.com/showthread.php?t=465720</a>	Sep 12, 2007
<a href="http://forums.digitalpoint.com/showthread.php?t=478585">http://forums.digitalpoint.com/showthread.php?t=478585</a>	Sep 23, 2007
<a href="http://forums.digitalpoint.com/showthread.php?t=479031">http://forums.digitalpoint.com/showthread.php?t=479031</a>	Sep 27, 2007
<a href="http://www.lainginc.com/home.htm">http://www.lainginc.com/home.htm</a>	Sep 24, 2007
<a href="http://digg.com/apple/What+If+Apple+TV+Were+a+Web+App/who">http://digg.com/apple/What+If+Apple+TV+Were+a+Web+App/who</a>	Sep 30, 2007
<a href="http://digg.com/gadgets/The+Device+All+In+One+Beer+Making+Machine/who">http://digg.com/gadgets/The+Device+All+In+One+Beer+Making+Machine/who</a>	Sep 26, 2007
<a href="http://digg.com/software/10+Must+Have+Online+Office+Apps/who">http://digg.com/software/10+Must+Have+Online+Office+Apps/who</a>	Sep 28, 2007
<a href="http://www.digg.com/gadgets/The+Device+All+In+One+Beer+Making+Machine/who">http://www.digg.com/gadgets/The+Device+All+In+One+Beer+Making+Machine/who</a>	Sep 23, 2007

Once your site becomes popular there will be plenty of people wanting to link to your site.

## **RSS Feeds**

RSS – Really Simple Syndication – is defined by Wikipedia as a "family of Web feed formats used to publish frequently updated digital content." In essence, RSS feeds are a distribution method that allows end-users to subscribe to a content feed from a Web site and receive updates made to the site in real time. The benefit to the end-user is that updated and relevant content is delivered directly to their feed reader of choice, saving them the time and effort of searching for the content they want to see. The benefit to a publisher using RSS feeds is the ability to reach their end-users by delivering content directly to them the minute it is available. Publishers who use RSS feeds have a competitive advantage because their content is viewed by the end-user as a means of directing their online shopping efforts.

The screenshot shows a web page with a sidebar on the left and a main content area on the right. The sidebar includes a search bar, a 'Home' link, and a weather widget showing 60°F and Light Rain. The main content area features two RSS feed sections: 'ProBlogger Blog Tips' and 'Guitar Warehouse Hot Products'. The 'ProBlogger Blog Tips' section lists several articles with their respective timestamps. The 'Guitar Warehouse Hot Products' section lists various guitar models with their release dates. A red arrow points from the text 'RSS Feed at readers Yahoo account' to the 'Guitar Warehouse Hot Products' section.

om

Home

Low. Customized, no

finance

[ compact view ]

60°F  
Light Rain

ProBlogger Blog Tips

- International Blog Cup - 8 hours ago
- AdSense Introduce a Validation Period for Referrals Program - a Sign of Conversion Fraud? - 12 hours ago
- Sourcebench - a ProBlogger Community Blog Consulting Project - 22 hours ago
- ProBlogger Community Blog Consulting - 1 day ago
- What would you do if you owned ProBlogger.net? - 1 day ago

Guitar Warehouse Hot Products

- Marshall 1959SLPX Vintage Series 100W Tube Head - 3 days ago
- Behringer PMH518M/Kustom KPC12 PA Package - 4 days ago
- Gibson Explorer Pro Mahogany Electric Guitar Heritage Cherry - 1 week ago
- Fender J5 Signature Cutaway Acoustic-Electric Guitar Black - 1 week ago
- Gibson SG Faded Limited Edition Bass Guitar Worn Brown - 2 weeks ago

RSS Feed at readers  
Yahoo account

RSS feeds can be used to deliver general content, or they can be customized according to the consumer's needs. For example, a coupon and deal publisher who offers an RSS feed of the most current coupons and deals from apparel advertisers can deliver highly relevant content to their end-users who frequently shop for apparel. They capture the users' attention before they buy, ultimately helping to direct their online shopping efforts, and even influencing unplanned purchases through the notification of new deals or coupons. Because RSS feeds are customizable and can deliver highly relevant, easily accessible automated content, they are highly effective in converting traffic to sales.

HERE IS THE BEST PART. WordPress blogs have RSS feed built into their structure. All you need to do is publish information and make the feed available.

## **Blog Commenting**

This is a simple and extremely effective tool. Find a relevant blog or forum. Make a constructive comment and leave a link to your site. Your site will get immediate traffic from the link and will also build page rank for future search engine rankings.

## 59 Responses to "Sourcebench - a ProBlogger Community Blog Consulting Project"

[DazzlinDonna](#)

October 13th, 2007 4:10 am

Socialize, socialize, socialize! Where are the social buttons? Make it easy for me to tell others about it. I'm lazy. Don't make me have to do any work beyond clicking a button. :)

[Thorsten](#)

October 13th, 2007 4:17 am

**This is a link to your site**

Hi All,  
i just want to introduce myself. I am the lucky guy that Darren gave this opportunity to be the first in this series.

I am looking forward to your feedback no matter if good or bad. It will help me to make the page better.

Thorsten

[Marko Novak](#)

October 13th, 2007 4:17 am

From the design point of view: I would reduce the header. It doesn't need that much space and it pushes content below the page fold.

[Marko Novak](#)

October 13th, 2007 4:19 am

Also I think you used too many whitespaces. It's cool to use some, but that's too much.

**Relevant Comments**










A central text label 'Relevant Comments' has four red arrows pointing to specific elements in the comment list: one to the author name 'DazzlinDonna', one to the text 'This is a link to your site', one to the text 'From the design point of view...', and one to the author name 'Marko Novak' in the second comment.

Don't SPAM forums or Blogs. It's just a bad way to destroy your reputation, and the affect is short lived. Only make relative and constructive comments.

## Forum Marketing

Forums revolve around a community of people sharing content with each other. Forums give end-users control, whether it is the ability to search for specific content or

post relevant content. Having these elements engages the end-user and gives them a role in contributing to the content. Publishers can utilize forums to their advantage by placing sticky threads – non end-user generated content that sticks to the top of the site and introduces advertisers who have services or products relevant to the topic of the forum. By placing relevant content on forums, publishers can utilize the interaction of the end-users to spawn interest in a specific advertiser and their product or service offerings.

Author	Topic 
<p> HyperActive Warrior ☆☆ USA 349 Posts</p>	<p>Posted - 10/13/2007 : 09:04:46       </p> <p>I'm curious. There are sales letters that are immediately accessible without opting in, but most do have opt-ins.</p> <p>So, why do you think this is?</p> <p>The ones that don't have the opt-in won't be able to follow up with an autoresponder series to help make sales.</p> <p><b>forum post with links in profile section</b></p> <p>And the ones who do have the opt-in will have people leave the page because people don't want to go through the hassel or leave their email address.</p> <hr/> <p>Justin Mandel MY *EXCITING* FIRST EVER WSO!!!...<a href="http://www.warriorforum.com/forum/t...IC_ID=186944">http://www.warriorforum.com/forum/t...IC_ID=186944</a></p> <p>Acupuncture Marketing System <a href="http://www.AcuArticles.com">http://www.AcuArticles.com</a> Blog <a href="http://Blog.AcuArticles.com">http://Blog.AcuArticles.com</a></p>

Forum members are often highly influenced by one another, and by injecting the advertiser into the mix the publisher is able to tap into a well established community

in which the end-users will discuss, comment on and share their experiences with the advertiser. Positive feedback from forum members will encourage other forum members to visit the advertiser's Web site, thus driving sales.

## **Other Traffic Techniques**

### **Buying Traffic**

Buying blocks of traffic is usually a poor investment. The traffic is low quality and extremely hard to convert. In some cases you are not even getting real traffic just a bot. There are good and bad company selling traffic. Most visitors that do visit your site are not really looking to buy anything. Be very careful before investing into this type of traffic.

### **Traffic Exchanges**

You are sharing traffic with other people that want sell business opportunities or information products. Marketers selling to marketers, it's kind of insane unless you are selling something like Triangle Marketing. For traditional tangible products the conversion rate is very low. That

said, I am selling this package using traffic exchanges. Traffic Exchanges have a niche.

## **Black Hat SEO techniques**

Guilty as charged. I have blog farms and huge websites dedicated to long tail keywords, and I have had some very good success with this technique. I even redirect traffic from these sites to whatever I want to sell. I will most likely use these tools to help sell this eBook. But the results are very short term, and they can be dangerous. I have had sites banned and lost thousands of dollars. I cannot recommend using Black Hat SEO to a novice. Be patient.

## **Spam**

Email Spam, Guess Book Spam, Forum Spam, Blog Comment Spam are all very profitable techniques in the right hands. It's a matter of personal choice. Personally I find these techniques deplorable. I will never use them and I will never recommend them. I know how to use these techniques, but don't ask, because I will not share my knowledge.

## **Instant Buzz**

Instant Buzz is an incredible way to market information products to the internet marketing community. I will use instant buzz to sell this product, and I have used it to sell other information products. I have purchased some really great items with Instant Buzz. This is the intent of the network. I have not had a great deal of success using Instant Buzz to sell tangible or niche info products that were not internet marketing related. Instant Buzz is a great resource for reaching its intended market.

## **Advertising (Pay per Click or Banner)**

PPC and Banner advertising can provide extremely high quality targeted traffic. When selling products with an excellent sales page, and a high commission rate you can make a lot of money quickly using these techniques. However, it is very expensive and unless you have a lot of experience you will spend more money advertising than you will make in revenue. When I first started selling guitars for 24HourGuitar I was spending more money on advertising with Google Adwords than I was

making in sales. After a *few months* I learned how to use the tool and I started to make money. But this education cost me thousands and thousands of dollars. Unless you have a large amount of money and time to learn, I would avoid buying PPC ads until you are ready. It's not as easy as all the eBooks would lead you to believe.

I am giving my affiliates a big commission to help me sell Triangle Marketing. I am hoping that the PPC experts do the job for me.

## **Putting it all together**

Now you have a blog, products to sell and the tools to start soliciting traffic. It's time to go to work building your product blogs.

Every day you need to select and add one to two new products to your product blog for each category. If you have 5 categories you will be adding 5 – 10 new products per day. Start with only one blog, until you start to make

some commissions and then add a second; repeat the process and so on.

After you add a new product to your blog bookmark each post using Stumbleupon, Digg and Netscape (propeller). This is a must, it will build traffic.

For one blog and 5 categories it usually takes me 30 – 60 minutes to do this each morning. Updating my product blogs in the third thing on my list. Once you get to a certain level you can out source this and focus on building traffic.

I then take at least 2 hours a day and post on blogs, forums and article directories. I make sure my post are respectful and relevant to the discussion. I never leave a post that is not a contribution. My reward is a link. Check out how many links I get from make a few posts at Digitalpoint.

Dashboard > Links > Pages that link to yours

Overview

Diagnostics

Statistics

Links

Overview

Pages that link to yours

Pages with internal links

Sitemaps

Tools

## Pages that link to yours [?]

<http://www.mcreasite.com/> ▼


This table provides a list of external pages that link to <http://www.mcreasite.com/>

1 to 30 of 220 [Next >](#)

▼ Find a page Items per page: 30 ▼

Find link details for:

Link	Last found
<a href="http://ezinearticles.com/?The-Growth-of-Social-Bookmarking&amp;id=657669">http://ezinearticles.com/?The-Growth-of-Social-Bookmarking&amp;id=657669</a>	Sep 14, 2007
<a href="http://forums.digitalpoint.com/member.php?u=72029">http://forums.digitalpoint.com/member.php?u=72029</a>	Sep 12, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=2970545">http://forums.digitalpoint.com/showthread.php?p=2970545</a>	Sep 9, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3014238">http://forums.digitalpoint.com/showthread.php?p=3014238</a>	Sep 14, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3099618">http://forums.digitalpoint.com/showthread.php?p=3099618</a>	Sep 16, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3112422">http://forums.digitalpoint.com/showthread.php?p=3112422</a>	Sep 1, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3113146">http://forums.digitalpoint.com/showthread.php?p=3113146</a>	Sep 15, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3153147">http://forums.digitalpoint.com/showthread.php?p=3153147</a>	Aug 28, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3248127">http://forums.digitalpoint.com/showthread.php?p=3248127</a>	Sep 11, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3262406">http://forums.digitalpoint.com/showthread.php?p=3262406</a>	Jun 6, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3304758">http://forums.digitalpoint.com/showthread.php?p=3304758</a>	Sep 11, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3305530">http://forums.digitalpoint.com/showthread.php?p=3305530</a>	Sep 12, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3379656">http://forums.digitalpoint.com/showthread.php?p=3379656</a>	Sep 11, 2007
<a href="http://forums.digitalpoint.com/showthread.php?p=3466643">http://forums.digitalpoint.com/showthread.php?p=3466643</a>	Sep 10, 2007



**One of my sites.  
Thanks Digitalpoint**

I have been working on this site for only a few months, and have thousands of links. But I link to more than just the home page. I try to build links to every page I post and every product I am trying to sell. This graphic shows just the links to my home page.

Link building brings traffic, Social Bookmarking brings traffic, it the products and the sales pages that convert this traffic into commissions.

If you are selling information products the sales page has to be very very good to get any conversion at all. In fact I find most sales pages for information products to be unbelievable, and they focus on grabbing your emotion and getting that dollar NOW (thanks by the way)

When you are selling tangible products it is less difficult to get a click and that is the objective. Get a click to the advertiser's site and the visitor will be tracked via a cookie. Depending on that advertiser's policy you may get credit for any purchase made by that visitor up to 90 days. And it does not matter what they buy from the advertiser. If a visitor clicks on a camera at your site, and is redirected to the advertiser's site, but they buy a golf club you still get the credit. The whole objective is to redirect as much traffic from your site to your advertiser site as possible. More clicks = more profit.

You can maximize clicks by making it comfortable for your visitor to click on a link. That's why we never say BUY HERE. We invite our visitors to get "more information" or check out the "customer reviews". This is

less intimidating than a buy now button. By making this small change to the code from CJ (as in the video) you will increase your click through rate significantly.

Once the visitor is at the advertiser's site, it is up to the advertiser to do the selling. If you chose a good advertiser with a high EPC your traffic will start to convert very quickly.

## **Moving Forward**

Are you going to get rich doing this? You can, but it is not an overnight get rich quick scheme. You have to look at this as a long term commitment. Each day you lay a few bricks. It may not seem like much at first, but before long you have a wall, then a building. This type of marketing is the same!

Everything we've shown you is very low cost or free. I started CJ marketing by doing exactly as I outlined in this eBook. Now I have a significant database of over 40,000 items in blogs and websites. My sites are visited

thousand of times everyday, and my income level is consistently growing. I also spend a lot of money doing Press Releases, and out sourcing daily task, but I did not start doing this until I had enough income to cover these cost.

Consider this: You are not getting involved in any sort of MLM, You do not have to worry about quality, customer returns or complaints. The products you are selling are brand name products from some of the best retailers known. There is little left to the imagination. When someone buys a camera and they receive the camera they have something tangible. When someone buys an eBook (even mine) they feel like they have nothing to hold on to. Selling tangible products is easier and more satisfying. If you are new to internet marketing, this is the best and cheapest way to create a real online business.

### **Earnings Disclaimer**

I have put a huge amount of effort into accurately developing this product and it's potential. There is no guarantee that you will earn money using the techniques and ideas presented in our media. I have personally had incredible results with each and every

product I produce, but your results will be based on factors I cannot anticipate or control.

Earning potential is entirely dependent on the person using our product, ideas, techniques and the effort put forth. I do not sell "get rich schemes". My products are based on real results and efforts done for myself and businesses I represent.

The level of success you attain will depend on the time you devote to using my approach, ideas and techniques, plus the topic and the potential audience. Since these factors differ according to individuals, there is no way to guarantee your success or income level. This is entirely up to you.

Results vary, and as with any internet marketing concept. Success in any business is a result of hard work, time and some luck. No express or implied guarantees of income are made by McRea Site Development, or William McRea.

### **Your Rights to my copyrighted materials**

[Yes]] Can be given away

[Yes] Can be packaged

[Yes] Can be offered as a bonus

[Yes] Can be sold

[No] Can be edited completely and your name put on it

[No] Can be used as web content

[No] Can be broken down into articles

[No] Can sell Resale Rights

[No] Can sell Master Resale Rights

[No] Can sell Private Label Rights

[No] Contains graphics

[No] Includes sales page