

How To Dominate The Search Engines...Part II

Stephen Pierce and Rich Schefren

Rich: When we last left the report Stephen, it was at a point where we had discovered keywords that had no to little competition. After you find a grouping of keywords for either an affiliate product or for your own product, what is the next step?

Stephen: The next step is to take your optimization method of choice and start to optimize pages for those keywords so you can basically become a magnet for targeted traffic. The search engines can then direct that traffic to wherever you want it to go and hopefully, being morally and ethically in line with what the search engines require, you can be sending that traffic to the type of page that correspondences with what the keywords being searched is.

Rich: Right. When you talk about creating pages, what kind of pages are you creating these days?

Stephen: We still create Smart Pages. We use a lot of Smart Pages because, hands down when it comes down to pulling targeted traffic down from the search engines nothing seems to perform better than Smart Pages. Now, we've used a lot of other programs out there that are really good at what it is they do, like RankingPower.com and TrafficEqualizer.com and I think, between you and I, we've exchanged ideas and done through different programs, I think we've tried five to seven different newer programs that are out there. It seems that a lot of people are trying to come up with the idea that they feel is bigger, better, more in depth and perhaps, in some cases, even more complicated. But, the simplicity, power, and effectiveness of Smart Pages still remains.

They are very simple pages. They are very effective pages. In our direct traffic comparison nothing has been able to out pull the bottom line results as far as sales and opt-ins. Now, there are other software programs that actually out pull the software in traffic, some of them three to one. Meaning, for one visitor generated by Smart Pages, other programs pull three visitors. But, when it came down to which programs were actually pulling the traffic that was buying and converting into clients, people who were buying up

sales, people we were able to back into other products, and those who were opt-ing in, Smart Pages, hands down, beat them all.

Rich: That would really make sense because, Smart Pages all generally have redirects in them. They are taking that person to the end product, there is not any kind of middle piece. A lot of other software programs are not built to have a redirect, but people certainly do put redirects in those as well. Then, I would imagine that it would be comparable. Don't you think?

Stephen: Right. And, with some of the other programs you're basically doing bulk keywords. Meaning, that they're finding a huge universe of keywords and then throwing them all into the software and generating the pages which can probably be one reason why it generates a lot of traffic. But, then also, the reason why it has such a low conversion on the traffic.

With some of the programs, they try to make up for the traffic by using things like SearchFeed.com and Google Ad Sense and things like that and that is fine. However, when it comes down to selling your product that is not going to cut it. It is not necessarily that you don't want Google Ad Sense revenue but you want to move your own products. You want to develop your own opt-ins and that is not necessarily the way to go.

I'm not saying that Smart Pages are the only way to go. I mean, there are probably other pages out there. But, when it comes down to what it is we found in our direct comparison, Smart Pages have remained the top performing, optimized method of generating very targeted specific traffic from the search engines of high probability buyers and high conversion of those who do one of two things: opt-in or buy. Some do both.

With Smart Pages, remember you're not doing bulk keywords. You are really zoning in on the right, correct, precision tuned keywords that have the least amount of competition which actually presents the path of least resistance. While some of them might have a great deal of competition, you're still able to rank decently. We tend to go for page one but we'll go for page two and three, especially if it performs. Because, we're not as concerned about the positioning as we are about the performance of the page. If the page is ranked on page two and it is pulling in a decent amount of opt-ins and sales leads, we're completely satisfied with it.

We've had pages ranked on page one of Google.com and MSN.com, AllTheWeb.com and places like; even AskJeeves.com

for very powerful keyword phrases and frankly the traffic sucked. But, we've had keywords that weren't as competitive ranked on pages one, two, and three that out performed those by ten times. So, the keyword selection is important.

We're going over the section that we already covered. It is not something that you want to blow through and quickly create your pages because, while the content on the pages is what helps make it fully optimized and is rather simple, it is not going to be as effective in getting the end result that you want if you don't properly select your keywords.

Rich: Right. I think that is a great point. I think a lot of people miss that point. Ultimately it really depends on what your goal is. There are a lot of people out there right now that are building sites with automated pages to have SearchFeed.com or Google Adwords, just like you said. If you're doing that, then it really doesn't make sense to try and target keywords because you're just looking for lots of traffic to come by those pages and hopefully a certain percentage of them will click on your ads or your pay-per-clicks. That makes a lot of sense; it is very different then trying to get sales for a product that you own or even a product that you're an affiliate of. People are creating 15,000 page sites but maybe there's 20 good keyword phrases in that whole batch and it just gets completely lost.

Stephen: Right. They're creating sub-search engine pages which, is fine, if that is what you want to do. If you're basically looking to generate revenues from things like SearchFeed.com and FindWhat.com and Google Ad Sense, that's fine. But, I'm just saying that those kinds of pages, while they're fine for that, they are very distracting from your product. That is why Smart Pages are more effective because, there are no pages in between, there are no pause in between, there is no distraction, there is nobody holding them up from the process. The moment they click the link ranked high in Google.com, they're going straight to your direct response webpage that starts to pitch them on the product. Other pages, while they get tons of traffic, the quality of the traffic is much lower. Then those that hit those pages, they have these options to click other links that will take them to other page, whether it is Google AdSense or whatever. Then, you may use a popup or something like that and then people have popup blockers and things like that. The whole process actually becomes one of distracting them from getting to your site, being focused, and buying your product as opposed to catching them right when they're in that moment, right when they are in the heat of that moment looking for something

very specific and it has taken them straight to it. You know what I mean?

It is kind of like if you're trying to run the ball for a touch down and you have a hole up the middle, why in the world are you going to cut left, cut right, go up the sideline and then go back and try to run up the middle? You just take the path of least resistance. If the line is open up the middle then go right up the middle and don't try to anything fancy.

With Smart Pages, it is basically about catching a person when they are putting something very specific in the search engines and giving them no other option but to reach your page where you pitch them on the product and if they decide that they are not interested in buying that product right then and there you can give them the option to opt-in. But, that's all about website development and conversion and that is not what we are talking about.

Smart Pages are very, very powerful and we're kind of delighted with the fact that we don't have as many people using them as before because, in the business of marketing online a lot of people are just more interested in moving to the next hottest thing that people are marketing instead of sticking with what works. You know this because you know a lot of great copy writers and a lot of people who are great, even to this day in direct marketing, one of the principals of being successful in any business is never moving away from something that is still working because you are bored with it. People may be like, "Well, Smart Pages are a think of old." They may think that they have faded. No, they haven't faded. They haven't discontinued to work, it is just that people are now moving on publicly as far as what you see in your email that people are talking about to the next biggest and greatest thing - so they think.

Well, something that has been extremely effective for years and is still being effective. Actually, it has grown in its power and effectiveness. It is still out there and available but people have ignored it and that just makes it much better for those who are out there who are smart enough to pay attention to it and know that it still works and they stay on top of it until it stops working, milking it for every ounce of traffic and sales and opt-ins they can get, until all of a sudden it doesn't work which, we don't see happening anytime soon.

Rich: Right. And I mean you're not saying that those other programs, they're good programs. I mean we both used them.

Stephen: Absolutely. Absolutely.

Rich: But the point is, is that...

Stephen: A different purpose.

Rich: Yeah, they are all for very different purposes and that's the point. And also, any of these can be modified, as well.

Stephen: Right.

Rich: I mean you could make a Smart Page more like a ranking power page or a traffic equalizer page, I'm not really sure why you'd want to, but you could.

Stephen: Right, but don't get me wrong. I love those programs, but I love those programs for a very different purpose. And there's other programs that I think actually is -- if I was going to rank them side-by-side as far as what is most powerful, software like Traffic Equalizer ranking power has more power than Smart Page if you're looking to make money from like pay per click, I mean stuff like SearchFeed.com and Google AdSense. I mean it's much more powerful. Smart Page can't even compare in the kind of results you can get from that software if that's what you're looking to do. However, if you are looking to get that very specific targeting traffic to your page and getting people to buy your opt-in, those software programs can't even touch Smart Pages and we know this because in various products and different markets, we have tried them and we have tracked them, but those programs continue to out perform Smart Pages as far as the amount of traffic and again, that kind of goes back to the fact that you're dumping a bunch of keywords into creating pages while the Smart Pages, you'll probably have like a list of 500 keywords, but you funnel that down to maybe 50 very specific targeting keyword phrases and of those 50, you may have 25 of those pages that end up getting on page one in Google.com and MSN.com.

Rich: Right. There's not a lot more work, but there certainly is more work involved in creating really good Smart Pages. Not on the software side, but you don't really need to use your brain very much if you're just trying to build 10,000-page website.

Stephen: Right. Because you're not using discretion. Now for us, when we do it, it takes us sometimes a little bit longer because we like to filter out things that may accidentally get in there like sex. We did

some programs and keywords about getting paid for products and different things like that, that pop up in there. That's not even something that we even want to accidentally facilitate, so we'll go through and kind of filter out some things that we just morally aren't into, regardless, and we don't want to use it as an excuse that we didn't know it was in there. So it may take a little longer, but you're right, when you're doing using a program like that, I mean, it's just a ton of keywords, that could be found as quick and I think people can actually build businesses off of that. But when it comes down to you wanting to build your own product and empires based on your own products and different things like that, I think you need to kind of mix it up. And I encourage people to test it for themselves. This is based on our own testing of this software and we found the role that it can play in our business and the role is much different than that in Smart Pages and we use Traffic Equalizer pages to grab opt-ins and it helps to boost opt-ins and different things like that. So I mean just use the different programs and find out what role they were playing in your businesses and how they will compliment each other and just go for it. , I don't say that Smart Pages are better at generating opt-ins and sales, because it's something that (inaudible 13:17). I mean if it wasn't the case then I would have said something, but it's true. So there you have it. But it goes back to for Smart Pages to be effective, you really have to pick the right keywords, so you saying that it's a little bit more work with the Smart Pages, it's true - but the work is worth it so.

Rich: Oh yeah, and I'm not making any claim it's not, just trying to make it clear to the listeners exactly where the differences lie.

Stephen: Right. It is more work but it's worth it. But I think in the big scheme of things, because Internet marketing is about a whole bunch of things, meaning Internet marketing is not about search engines and all these other strategies, it's about a whole bunch of strategies that includes search engines. And when it comes down to search engine optimization, search engine optimization is not about Smart Pages and then all these other things or about traffic equalizer or (inaudible) pages and all these other things. It's about no holds barred - using every single legal and ethical strategy that you can use in your arsenal to get the maximum impact from optimization in the search engine. Whatever works for you, go for it. If we use a combination of all kinds of things that you and I are doing some things that people -- we know that 99.9 percent of the people out there are using search engines don't even use and it's not something we're going to talk about on this call because that's not what it's about. But it's about using a universe of all kinds of things and not putting your eggs in one basket. So when we're talking

about Smart Pages, we encourage people -- because we do it, you and I always exchange emails and phone calls when we see something new, whether it's a search engine book about optimization or a search engine software or something like that, we buy it. We'll buy it and we'll try it out, we'll test it, we'll put it to the test. And if it's good, it's good. If it's garbage, it's garbage. But we like to see what else is out there that can work and be effective and also, when we do searches on line and come across a page that looks like it's interesting, it looks like it's optimizing, it's redirecting, you and I both, we like to capture the page and look at the source code and see what's going on. But that's just all a part of the process of growing your business and finding something that's new. Always remain alert because there's going to be something bigger and better out there or something that's really good that you can slightly modify and improve on and amplify the results of that can help impact your business. So don't just be on Smart Pages, don't just be on traffic equalizer pages or ranking power pages. Be on them both and look for any and everything else out there and have like a small budget set up in your business that it's like, okay, this is the money that you're willing to spend on new strategies, new books on search engine optimization, new software that you're willing to give a test and a tryout and see if it can be effective. You would be surprised what you can come up with.

Rich: Yeah, I mean I would definitely agree. But I think that you said it and I wasn't going to say it, but you said it, so we should talk about it for a minute in more depth because when you taught me that, it was -- I think it is phenomenal, and while it's obvious, nonetheless, most people don't do it, and that is, is spending some time surfing and looking for a page that might be a doorway page or a redirect page in a competitive market place that's already getting high ranking. Because, if you can find a page like that, you might have a very nice, big advantage because it won't be a page that is out there all over the place. And if you find one, then you can really end up having a score.

Stephen: Right. It's just like with the new Smart Page that we have. The redirect in there is the most incredible, undetectable redirect that we've ever seen.

Rich: And everybody here has that.

Stephen: Yeah, everybody here has it. If they open up the source code and they look at the body tag, that's where the redirect is located. Chances are, all of you have never seen that kind of redirect before and that redirect is something we discovered while surfing on the

Internet looking for pages in very competitive markets like automobiles and cars and different things like that to find out how other sites are optimizing their web pages and then checking the source code and in that process we came across that kind of redirect. And we were looking at the source code saying, "How in the world is this page redirecting?" So we went line by line and we didn't look in that spot because in our minds, we were thinking, well, there's not going to be a redirect in the body tag so we didn't even look. So we were constantly looking at the body copy and couldn't find it but then looked at how long the body tag was and then there it was. It was sitting right there and it was like, "Oh my God, this is absolutely ..." Because there's no way a search engine can detect that kind of redirect, so you put it to the test and sure enough, I mean it was very smooth and fast. In fact, it is much smoother than java and flash.

So we included that in the new style Smart Pages along with some other things and that's some of the stuff that you'll find, because there is a lot of intelligent people out there and understand there are companies out there with very, very deep pockets that are using all kinds of things competing with Google and when I say competing with Google, I don't mean in the search engine things. Google is sitting in their space trying to prevent people from beating their system and there are companies with deep pockets that are looking to beat the system are coming up with all kinds of ways to kind of try and stay up with Google or in pace with Google's different changes.

So let them as they do their own research and come up with their own methods, kind of use them as your accelerated learning and look at their pages to see what it is they're doing and extract some of the things that look good and constantly test. You hear a lot of people out there talk about testing headlines and testing all these different things. You can test with search engines as well. If you have a page... One quick way that you can really test it is to go to PositionTech.com and you can use PositionTech.com to submit to (inaudible 19.20) which gets your page into MSN.com and because the pages that you put in are refreshed every 48 hours, if your page isn't ranked in the top ten, you can easily change the page. So it's an easy way to test for different optimization strategies which is something that we did when we were coming up with Smart Pages. We weren't coming up with Smart Pages in the beginning, it just germinated and the next thing you know they were called Smart Pages. But PositionTech.com was the place that we kept on changing and modifying different elements of the page until we started to find the syntax of the page that would score the highest.

So you can go to PositionTech.com and put a couple of pages in and the way it's set up is once you have your page in, you can't change the specific URL, but you can always change the content of it. So if it's Sheffrin.com/doggie, you can't change that URL, but you can change the optimization code of doggie.html until it ranks high enough and then you can kind of fine tune the page and then once you see the page ranked high in MSN.com, then have the page crawled into Google.com and see how it ranks with Google.com. So you can test your own pages for optimization strategies that work and come up with your own form of pages that you keep to yourself which is something that we continue to do right now. So that's something that you should be looking to do just constantly testing and modifying and having fun with formulating different syntaxes of your page to see how much higher you can get them ranked.

Rich: Right. And I not only that, but that is the safest and best way always, that's why we do it and that's why a lot of other people do it because when you come on to something now that works, and works well, if it's not being shared with the rest of the world, the longevity is that much longer and the power of it is that much more exclusive, so it's just when you take the time to do it for yourself and actually do some research, you end up being ahead of the game.

Stephen: Right. You're ahead of the game and you have some small security in the fact that it's not being mass marketed, it's not in software programs and hundreds or thousands of people aren't doing the same thing to potentially will squeeze you out of your space because you all are using the same optimization method for the same keywords trying to sell similar products.

Rich: Familiar products.

Stephen: Right. The same products.

Rich: I mean yeah, and that's the thing, too. I mean if you speak to most of the -- and that's why this is really important, whether they are reading this transcript or they are listening to it for people to really get, most of the people who have created big programs that everybody uses today, most of them would not do it again. They would just rather keep it to themselves or at least that's what they've told me and that means is that the likelihood of you finding some page that's not going to be mass promoted is higher because everyone is realizing that you can make so much more money

having powerful pages, that other people don't know about, then you could ever make selling the technology for the page.

Stephen: Right. It's kind of like what we're about to do with Amplified Profits. We've come up with so many other ways that are so consistent in generating so much targeted traffic, that's effective and responsive and profitable, that there's just no freakin' way there's going to be a Whole Truth part two that reveals those two strategies. It's just not going to happen. I mean the reception to the Whole Truth was great, however, the view was kind of like outweighed the great reception. I think you're right. I think people who will come up with these different methods after the fact, they're realizing that, "You know what, man? I should have never, ever released that to the public. I should have kept it to myself and never told anybody." But you know what? That's how it is.

Rich: You live and you learn.

Stephen: You know what, you live and you learn, but here's the thing. I mean it's fine to use people's software when they come out with it, but by the time you know about it, a lot of other people are already doing it. And because the universe of products in certain cliques and sectors are so small, chances are you are going to be using the software to compete, like you said, with the same affiliate products that other people are using and it doesn't really -- I mean, if you throw some headphones on or throw on some of your teaching tapes or affirmation CDs or whatever and just start searching and finding pages and dissecting those pages and testing and tweaking your own pages, you will be shocked and surprised what you come up with as far as your own, powerful, high-ranking pages that you will never, ever tell people about that you start to cash in on like right now I think we're selling 50 different products on line, of which like 45 of them or something are not even in our mainstream market which has to do with investing like stock options, future, things like that. But because of the different methods that we have been able to come up with and been able to come across that is so effective in generating targeted traffic of serious buyers to people who are willing to purchase, people who have a need for very specific things and being able to match them up with products and get it in front of them... I mean, the ability to create cash flow, I mean, is just phenomenal but to then try to package that and sell it to the world would be absolutely ridiculous. So basically, if you position yourself with Smart Pages and anything else in the search engine, you can sit back and quietly just make a small fortune and have fun.

Rich: I agree. All right, cool. I think that provides people a really good overview, okay. But here's the thing: a lot of people still have a lot of questions about how they actually go forward and here is -- and I think what we can say, and I don't know if you would agree with this, but off the top of my head, I think this is the way it is. What we're about to discuss as far as like common mistakes people make with Smart Pages, what's the best ways to get them in the index and those kinds of questions, you really could take the word Smart Page out of this conversation and say "insert optimize page here" because it really doesn't matter what we're talking about, the techniques that we're talking about gets more pages in the index, the mistakes that people make when they try and do it, the concerns that they have that they probably should not have. These are the same things that people have about all types of optimized pages.

Stephen: Right.

Rich: And so what we're saying is that -- well, what we spent the time so far saying is that Smart Pages are still working wonderfully. Other programs work well, too. And if you want your true competitive advantage, you want to try and develop your own or find your own, and/or tweak others and the reason for that is that by the time that you find out about a software program, unless you are in a circle of people that knows about products before they come out, and there are circles of people like that, unless you have a very powerful site, you are always going to be at a disadvantage because there is going to be people who find out about it before you. They are going to have much more powerful site where their pages are going to get higher ranking than yours and so you are always at a disadvantage. So having said that, and even though we're going to continue, we're going to talk about Smart Pages, really, we could be talking about anything, couldn't we?

Stephen: Right. Yeah, it's kind of like insider trading or maybe like an introduction of an IPO. The price that the public is going to get it at is much higher than where the insiders and those who are already positioned got it at, so you're at the greatest degree of risk while other people are basically already cashed in and set once it hits the market. So by the time many software programs that has to do with search engine optimization hits the market, the insiders knew you were thinking it.

Rich: Yeah, and we've seen them.

Stephen: Yeah.

- Rich: We've seen them and we usually get copies of them before they come out.
- Stephen: Sure enough. We get copies of them. Fully functional copies to test and try and see how effective and impactful they can be. We know that a lot of those programs hang around for a long time with some of the developers even wondering if they should release it. Many of them go ahead and do, but the programs are not as new as people think in the sense that it was just developed and it was just released. People have been just using them because they wanted to know that it works. Where do you think a lot of the testimonials on the pages come from? People that got the software in advance and they use it.
- Rich: Exactly. But even so, I am sure you can probably come up with a long list, but what do you see as the most common mistakes that people make when putting together Smart Pages, when trying to use them, trying to get them indexed, the whole gambit, like when it comes to Smart Pages, what are the big mistakes people make?
- Stephen: I'll hit on some that are the most important ones because these are the ones that can make the most immediate difference. The first one is with the various software programs out there that are really good, you have Armand's Smart Page Generator, you have Front Page Pro, you have Targeted Traffic Machine, all of them which are really good software programs and there are some others, I think the biggest mistake that people make when using the software is the software as is. What I mean is, for example, one of the common lines that the software put in is offering whatever, product and/or service. You should go in and edit the page to modify that from what everybody else is using so instead of saying "offering," you can put like "discover," you can use like "find," you can use different other words other than offering and when it comes to product and/or service, you should actually customize that to exactly what it is.
- Rich: Yeah, and then let me stop you there just so people really understand it. There's really two ways that you can do that. You can do that after you make the pages and do it on a one-by-one basis or most of the programs have a template, even the programs that most people aren't aware have a template and so like I know with Smart Pages and Target Traffic Machine and there's a template in there. It has a different extension. It usually has an extension that is fictitious and if you change the extension to a .txt in the program file and open it up, you will see the template and

then any modifications that you make to it will then become your own template and then you can just exchange the extension back. And so if you knew -- if, for example, you were in the real estate business and that was your gig and that's what you did and those were the types of pages that you were planning on making, then you would not need "product or service," you would put in "real estate" -- specific, essentially phrases that meant the same thing so that you could have general phrases, but it was much more specific towards real estate than what people are looking at. It looks much more genuine. And there's another reason for that, too. And Stephen, you talked about that for a really long time, that if you can -- the better you make those words, the higher the clicks through rate. And you know, it's great to have high ranking, but if the people around you got much better descriptions, you're going to get a lower click through rate than everybody else.

Stephen: Right.

Rich: And that's kind of like a waste because what's the purpose of being all the way up there, then it's just like an ego thing.

Stephen: Right. It's kind of like the one thing you let people do when they put the key words in the software is that everything is lower case when in actuality, and I think you and I discussed it there at one point, there were tests done that shows that titles in the search engines that are capitalized get more clicks than those that are all lower case.

Rich: Right.

Stephen: When I say capitalized, I don't mean all caps, I mean like you would normally capitalize like the first letter of a word or something like that.

Rich: Yeah, strong words. Generally, if you capitalize the first letter of each of those words, it will boost response.

Stephen: Right. So you can do that but also change up that phrase and make it more specialized and industry product specific to what it is you're doing, you'll find you'll get a better performance from your page and actually in some cases you'll get a higher ranking than some of the other pages, as well as differentiate your page from other pages and the reading won't read like the common Smart Page that has been generated by somebody else's software.

Rich: Right. And it's another way to make sure that your page is not identical...

Stephen: Right.

Rich: ...to someone else.

Stephen: But another thing is, and this is something that you and I talked about and I hope that it can be explained in its simplest form or maybe you can kind of interpret it so that everybody can understand it. The original way Smart Pages have been done, a lot of people have kind of moved away from that, which leaves the original Smart Pages even more powerful than before is the way people put their keywords in. For example, let's just take trading for example. In a generic sense, while these aren't the best keywords you would use, you would break it down to a more targeted phrases, but just keeping it simple, let's just say you're making a group of pages for trading, like stock trading, option trading, foreign trading, day trading, swing trading, and all these different trading keyword phrases. Well, that's what people actually put in.

They are universal keywords in those pages (inaudible 32:47) trading, stock trading, future trading and all that, but that's the wrong way to do it. You have an overemphasis of the word trading when originally, even if you go to the whole truth and you see what we put in there, you will see that's the way the key words are used, and you don't overemphasize the main words. You use, for example, you may put in "stock trading" and then the rest of the words aren't "future trading," "commodity trading," and "options trading" but you put in the single word it would be like "futures," "options," "commodity," "day," "swing," because what happens is the search engines are very intelligent.

It already knows the phrase "trading" is in there and the way that Smart Pages are put together from the title tag, the head tag, the image tags and different things, Google.com and MSN.com and all these other search engines will already see the sub keywords and have you to rank high for those, so while you don't have the word "(inaudible) trading" in there, you will get a good ranking for "(inaudible) trading" because of the way the whole page is put together and you don't have this overemphasis on trading.

Now I'm just using that as for an example and those aren't actually the best keywords to use, those are main keywords that are like umbrellas into the category, but you will actually drill down and dig deeper to get the more specific targeted phrases. But the point is,

trading is the main thing, but that's not the word you want to heavily emphasize in this marketing. You would have your main word like "stock trading" and then all the other ones, while they're trading, again, you just use a word like "options, futures, commodity, (inaudible) and different things like that. I mean you can probably help better explain that because you and I had like a rather lengthy conversation about it.

Rich: Right. And I'm actually shocked that you're telling everyone this, even though you wrote about it in the book, I think everybody has kind of missed this point.

Stephen: And it's very important to this ((inaudible) Smart Pages that it's done that way.

Rich: Yeah, so if you haven't gotten what Stephen just said then you got to pay really careful attention because if you have your own product, what we're talking about, just right here, easily will pay for the whole Abraham Internet Strategies call ten times over...

Stephen: Or 100 times.

Rich: Yeah, because this is huge and we see everybody else out there making the mistake all the time and these are the people that say "Smart Pages don't work" or "I'm not getting good rankings" and this is exactly why they are not getting good ranking. If you have a keyword phrase that, let's say, has three words in it, but they are all under this topic - Stephen was talking about trading, so maybe all the words have "trading." The problem with that is then what happens is that all of those pages that get made are too heavily weighted for trading and so you will actually be penalized and by being penalized, forget about being on the first page, you'll be lucky to be in the first 50 pages and so...

Stephen: The first 100.

Rich: Yeah. You know, you'll be in the index, if you follow like what we're going to talk about as far as how to get indexed, but you won't be anywhere that it's going to mean anything to you.

Stephen: Right.

Rich: So people make this mistake all the time and it's huge.

Stephen: Right.

Rich: And so what we're saying is, and I made this mistake myself when I first started, and when I was complaining to Stephen, he pointed it out to me and it made a huge difference. The point here is, is that you need to look at and understand the structure of the Smart Page. It's not that difficult. There are ten keywords. And you want to take a look at the relationship of those keywords to each other and make sure that no word is being repeated too often in those ten phrases because if they are, you will drag down the ranking of all the pages. Would you say that's correct?

Stephen: Yeah. Here's a quick picture of that, Rich. Let's just take the trading for example. You have ten different keywords on trading like stock trading, option trading, commodity trading, future trading, all that. Now, you have those as your keywords. Now think about how many times the word "trading" is about to be repeated. You have it ten times in the image tag for the alt tag and the image tag. You have ten times as a part of the name of an image. You have it ten times as the link text. Look at how many times it is going to be on that small page of text, you are talking about 30, 40, 50 times that word is going to be repeated.

Rich: And yeah, and what we're saying is then, I don't know if you agree with this, Stephen, but this was definitely my experience when I was making this mistake, that when you make that mistake, you can forget about any of those pages getting any good ranking on any key words because the search engine is going to see a page that has the same phrase repeated 50 times on it or 30 times on it and it's going to think you're spamming. And that's it. That page is done and all the work that you did to find those keywords is done. And there are a lot of people out there that are making this mistake.

Stephen: A lot of people making that mistake and here's the thing:

Rich: I'm still surprised you gave that one away.

Stephen: Well, we want to give them some stuff that we know about that we know people in this and I mean we want to make sure that - we're not going to give away the whole house, but we want to make sure that we give them some stuff that we know they're not thinking about. We know that they're not paying attention to. And that can make a huge difference on what it is they're doing. I mean, if you think about how many times that word "trading" would be repeated and then think about how small the first and second paragraph is which is the true text on the page as compared to how many times that word is going to be repeated in all those tags that we just mentioned, as well as in the first and second paragraph -- I'm sorry,

the first and second sentence in both paragraphs and then you have your description tag, you have your title tag, and the word “trading” will be repeated so much it would dwarf everything else.

The keyword density on that page, while we don't really believe in all that, just using that as to kind of paints the picture in your mind what it all is about, would be so freakin' high, I mean, your page would be just practically ignored because it is such an (inaudible 39:01) and they would say this is ridiculous, they're spam, they have very little content on the page but they got the word “trading” on here so many times, you would probably be like half a book or chapter for it to make sense to be repeated that many times. So you have to be careful because the search engines are not stupid. In fact, they are even more intelligent now than they were before and you were sitting out there -- even if you're in marketing, you got this marketing, you got all that marketing, Internet marketing, web marketing, email marketing, all of these words, the word “marketing” you think you're going to get these high rankings, again, those aren't the best keywords to use, just save those for simplicity sake, you're repeating the word “marketing” so many times you just removed yourself from the game and any opportunity you had to get remotely ranked on page one, two, or three have been completely annihilated and eliminated.

Rich: Right. And then there are ways around that. One way is what you said. I mean you just don't repeat that word because the search engines are smart enough and the way the Smart Pages are structured, that word is still going to be on all pages because of the way Smart Pages interlink. But another way to get around it is to just group unsimilar keywords phrases. So if for example, if it was trading, just since we're using that one, you would try and use “trading” only once and then maybe you would be -- you could say buying, selling, you could try and use other words that people interchange with those words.

Stephen: Right.

Rich: And that would get you the same results because what we're talking about here is that people make the mistake of using a word or repeating it too often and it can destroy the results of the whole process.

Stephen: Yeah.

Rich: And especially if you use some of the newer ones. And actually, it would probably be smart for anybody who is using any automated

type of page creation to be cognizant of that and you would never, ever -- because I made this mistake once and realized it once I did it, you never, ever want to, if you're doing something you are going to be importing a keyword list, you never, every want that keyword list to be in alphabetical order because if it is in alphabetical order, you have just set it up so that you are going to have the most maximum repeated keywords...

Stephen: Yep.

Rich: ...so I used to put it in alphabetical order so I could weed out the duplicates and then I realized what I was actually doing, I was destroying the ranking of my pages and so I stopped that. But I've seen some other people do that as I've seen people's pages. I mean I heard there's some guy out there that was talking about it, you want to try and mimic nature. And by mimicking nature, I'm not talking about anything like as far as getting back to the green roots and stuff like that. What we're talking about is that you're not going to ever find a page that made any sense that had the same keyword repeated over and over again. It would not be a real page and it's obvious to everybody and you would not have a page that was linked to 9 other pages and it all has the same keyword in it as well. So the idea is that you want to try and make your pages like a page that naturally occurred would be and when you keep that in mind, it just makes it easier to understand that if you do it that way, how it would naturally evolve, you get much higher rankings.

Stephen: Yep. Cool.

Rich: I mean that's a huge one and if you got nothing else from the call and you use Smart Pages or any other type of automated-type pages that's huge and remember that and write it down, put it on your hand, and make sure to review it three times before you make any more pages.

All right, what are some other mistakes, Stephen, that people make using Smart Pages?

Stephen: Let's give them one more. Let's see, let's talk about one more mistake that people make when using Smart Pages. I would probably say getting the Smart Pages in. There's nothing wrong with submitting your site map to Google.com but from our experience, it seems like the best results comes from when you allow Google.com to find your Smart Pages on its own so linking your site map, and in all truth we talk about the site director's technique, which means you set a site map up that goes to all your

Smart Pages on a totally different domain, in fact you have to get a domain specifically to use for that and you can submit that domain to the search engines directly and then allow Google.com and all the other search engines to find your Smart Pages from there. That's better than submitting the Smart Pages directly or the domain hosting the Smart Pages directly to the search engines. And some people they just get kind of impatient. So, set up a totally separate domain and list your Smart Pages on there and you can submit that direct link but find out a way to get people to link to you that have pretty good traffic, that has the search engines crawling their page rather frequently so that while they are linked to you, they can find you here. When we talk about, I think we're probably talking about link (inaudible 44:40), I can give you one really cool way to do that with one of your best affiliates that works so good that, I mean, it's absolutely incredible. And I promise you, you've never heard it before.

Rich: Well, cool. So what Stephen is basically saying here is that -- and you talked about it in "The Whole Truth," but a lot of people, for some reason, when they read it, they don't get it, is that search engines in general, I think, or at least Google.com specifically, estimate that about 90 percent or something like that of submitted sites are not really legitimate sites. And I don't know if that's true or not, but that's what I've heard. And Stephen's experience has been that when Google.com finds, or other search engines finds, the site on their own, it's given more weight than if you shoved it in their face and said "Hey, look at this." And so what he's saying is that you still need to get the spiders there. You need to get the search engines there. So you can create like a site map and which would basically be a link to all these pages and then have put that on a separate domain and then have that be submitted to the search engines and they'll come right away or come rather soon because you submitted it, but they'll crawl your page that you submitted and then they'll follow those links to the site where you have your optimized pages and you will get in still quickly but you won't be submitting the pages directly and that will be a good thing for you.

Another way to get links in is that there are a lot of good directories out there that you can get into relatively cheaply that Google.com is known to crawl. I can get a few off the top of my head. I know four of them, but two is good enough, these are the ones that I generally use when I was first starting out. Linkopedia.com, it's a directory and they are both -- one charges \$10.00 and one's free. I mean these aren't very expensive, but Google.com is known to crawl Linkopedia.com very often, so...

Stephen: Spell that domain for those that need it.

Rich: I think it's Linkopedia.com. And then the other one is JoeAnt.com and this is one way that you can get some really good links rather rapidly so that you then are developing more legitimacy through your site. And also, whenever you get a link from a directory and these are easy directories to get into, you are also giving more legitimacy to your site because search engines, as a whole, trust directories because there is some human element involved.

Stephen: Right.

Rich: And so that's really kind of crucial -- well, it's not crucial, but these kinds -- so when you can get these kinds of links, they will always end up being a very good thing. Did you want to talk anything else about linking as far as...

Stephen: Well, since we're talking about linking, I can go ahead and give a quick strategy for people to use, as well, and it's a really cool strategy and benefits two people and I'll let you interpret it, especially if I make it sound a little bit more complicated than it actually is. What you do is, you know who your affiliates are and this is in the case of you having your own product and you have a list of affiliates and you want to start deploying Smart Pages or any kind of optimize page, well, you find out which affiliates are linking to you from their home page, you check out their page, if you check out their page rank, if they have a page rank of five or above, then they are considered to be a prospect for the strategy. What you do is you contact them and you let them know that you are putting together some optimized pages for the search engines that will benefit them and what you're going to do is you are going to do their affiliate link inside, for example, the Smart Page, so the Smart Page traffic from the search engine will go to them and the only thing that you'll want them to do is to link to the new page from their site. What happens is, you can let them know that you are willing to host a Smart Page unless they want to host them yourself, and you'll go ahead and create them and then give them the Smart Pages to host. But what happens is, of course, inside the Smart Page you have one link that's going back to one part of your site that may be a site map or whatever the case may be, but in this case, keeping it simple, you have ten Smart Pages that are created and let them know that you are going to do this exclusively for them for that product, you're not going to do it for anybody else, so in that case, you will want to make sure that you pick the best person. But if you have a bunch of keywords that will be effective, then you will probably divide it up with five people or ten people and you can let

them know that you are going to do it with five or ten other people and these are the keywords and you are giving them first pick of the keywords you would like that the optimize page is created for. But keeping it simple, here's the thing: You have your list of pages and inside the page is their verifiable affiliate link which is where the Smart Page is going to send the traffic to, to your site via their affiliate link and the only thing you are asking them to do is to link to one of the Smart Pages from their website, whether they're hosting it or you're hosting it. And what happens? Google.com comes and crawls their site and it grabs the Smart Page, so not only are they creating sales for people that come to this site and click the link directly, they'll never see the Smart Page because they are quickly redirected to your site, but when Google.com comes or any of the other spiders come through the website and pulls in the group of Smart Pages and the greater benefit to them is that they now have these nicely ranked pages in the search engine generating additional traffic and sales on their behalf that's going to their affiliate link. Do you follow? And that's the way to allow your affiliates participate in helping you to get more Smart Pages into the search engine. All you do is propose that you're going to create the pages that will contain their affiliate link and the only thing you want them to do is just link to the new page from their site.

Rich: Right. Now we've never talked about this before, so let me ask you some questions about it. Where would these Smart Pages reside? Would they reside on your domain or would you set up a separate domain for them?

Stephen: Wherever you host your Smart Pages. Again, with us, we'll host -- we have so many different domains, I mean it's not even funny, but we host Smart Pages, all the main source, host Smart Pages on a totally separate domain.

Rich: Right. Now, my thought was that when you were saying that is that if you want to really get those pages... But would I be wrong in saying that you could get even higher ranking if you put it on a separate domain and you also linked to that one Smart Page?

Stephen: Oh, yeah. Absolutely. I mean however many links you can get going to the page all the better. The thing is, is to have your affiliate on a different domain, totally different registration, totally unrelated to your site, in the sense of domain ownership linking to the group of Smart Pages that's giving you another impact point into the search engines when they come crawling their site. And the benefit to them is that they get the traffic from the high ranking Smart Pages, they get the traffic in the sense that the people

coming to the site hitting their link via cookies with their affiliate link and giving them the credit for the sale as it's made effortlessly from the search engine.

Rich: Rich: That's a great way of doing it. I can only imagine that at some point someone who is listening to this is going to create a smart page creator- on their affiliate page.

Stephen: There you go. You know what, they probably would. I mean the pieces of strategies that we use that work, for them to just be really effective for you, you really have to have a good relationship with your affiliates. Many people have affiliates who are like inmates; they have the sense that everybody is just a number. It is affiliate number such and such and it is not necessarily the affiliate name, they are hording them like cattle just trying to see how much money they can make off of them instead of treating them like people. We give our affiliates gifts and cards and for Christmas our top affiliates got rather expensive gifts shipped to them whether they were in the United States or some place else. They are our co-stars. Jordon was awesome but he couldn't win a championship by himself, he couldn't play one against five. He had to have Pippin, he had to have Paxin, he had to have a team regardless of how skillful he was, how talented he was and how many MVPs he won, how many All Stars he played, he couldn't do it by himself.

The point is simple; you can't build your business by yourself. You need the cooperation and the relationship with other people. When it comes to your affiliates they are adding revenue to your business. You need to know your affiliates, not just your top affiliates but, all your affiliates. You need to know them and respect them and acknowledge them for the role that they play in your business. Without them, if they make up 60% of your sales, without them 60% of the revenues you have will not exist. You need to keep that in the forefront of your mind and treat them with the utmost respect, communicate with them and then implementing or rolling out something like this linking strategy would be rather effortless because they will be more than happy to do it because of the relationship you have.

Rich: Right. We could go on and on about the idiocy about the way people behave when it comes to treating affiliates but that is not the purpose of this call.

Stephen: Right.

Rich: Well just kind of go on. The overall point is that you should be maximizing and getting the most amount of leverage from all traffic sources. That not only means that you're making the most money from those traffic sources but that each traffic source is a feeder for the other traffic sources. So, if you have smart pages out there and you are getting people to come to your site well, those people could be potential affiliates and if you treat all of your affiliates well then the likelihood of signing those people up as affiliates is higher. You either grow or you get smaller and that is just the way business works.

Stephen: Here is something else they can do. Let's say they do have smart pages out there, let's say that they have a bunch of smart pages out there but they have one group that for some reason is difficult to get in. It is not anything complicated with their domain because they are all in the same domain but it is hard to get them in to see where they are going to rank. While, you have another group of smart pages that you're able to easily get in and a good percentage of those are ranking really good, getting the traffic, opt-ins, sales, etcetera.

Well, we have what we call a GForce network which is a Google Force Network which is how we're really able to get pages into Google and other search engines rather quickly. You may not have your own Google Force network or anything like that. But, what you can do is what we call smart page stacking. It is very simple and Rich and I have talked about this. Let's just say you have a group of smart pages that are already working really well. You know you have the family link which is a link of ten pages within the smart pages group; what you do is since that group is already ranking really well, that Google has enough respect for it to allow it to rank, all you do is go into that family link and take a link to a totally different group of smart pages that you are looking to get in. Take one link and you replace one of the links in the family links with that.

Now, that link that you are removing is not going to be damaged because remember it is still connected to the other nine. So, you don't have to be concerned about losing anything with that one link that you are replacing. So, you replace that link with a link for a whole new set of smart pages, another set of ten that you would like to see get into the search engines. What happens is that Google finds it on its own. Remember what happens is when Google hits the smart page it crawls that entire page to see the syntax of that page for ranking purposes but it also sees the links and all the other smart pages in the family get in. When it hits that

family link again, guess what? It's going to see that new link that you place there and it is going to give it respect because of the respect it has for that page that is listed. Then it is going to follow that link and crawl that second set of ten and then those pages are eventually going to get in much faster than if you use another method. That is what we call smart page stacking. You're using the strength and positioning of current smart pages that are doing well for you to assist and pull other pages that aren't in into the search engines.

Rich: Yeah. That is a very effective technique. It reminded me though of something we think is so basic but yet, I still see lots of people do it wrong and I wonder if you still see people doing it wrong. That is just how they link to the smart pages. It just popped up to me when you were talking but, you know, people who should know better I still see them linking to a site map. When you use a smart page generator or something like that it creates a sitemap and so they link to the site map as opposed to just linking to one of the smart pages. Why don't you talk about that just for a second because, my experience has been that you get so much better ranking and it is much faster by going straight. Then explain what kind of link you would do.

Stephen: Maybe someone listening to the call will end up creating a better smart page creator software. Because our whole thing from the very beginning not having automation creating smart pages we never minded doing them by hand. So, while we will use software to create pages rather quickly saving the upfront time and manually doing these pages, we will still go in and edit the pages. Again, we will edit and in the title tag we'll create capitol letters, we'll edit the phrases removing things like product and/or services and we'll go ahead and edit some of the other elements of the page to fine tune it specifically to what it is we're looking for.

But, another thing is that we don't link to the typical sitemap. We don't link using the term sitemap. We'll change the link to another group of smart pages or back to the same group of smart pages using a keyword or element of a keyword phrase that matches the page that it is going to.

Rich: Give me an example from the trading thing since that is what we were using before.

Stephen: Using the example from the trading thing; we have this whole list of pages, all these things and you have stock trading and again, instead of futures trading, forced trading, Internet trading and all

that we just have futures, full regs, interlay, day, position and all that other stuff. Let's just say on another group of pages has stuff like Elliot Wave trading, and Fibonacci trading and all of that which is in a part of the current group. Since the family links are already interconnected into a loop, instead of linking to a general sitemap we may link to the phrase Elliot which goes to a group of smart pages that relate to Elliot Wave trading and the Fibonacci trading and support and resistance, or whatever a group of pages may be about. Do you follow what I'm saying?

Rich: Yeah.

Stephen: So you can use the sitemap link to stack your smart pages. Personally the way that sitemaps are created with software is really not the way that we would prefer a sitemap to look. We kind of showed you in *The Whole Truth* the simplicity of how a sitemap should look and the way those sitemaps are created with the software just doesn't seem to be as effective as keeping it simple in the form that we've always used so we don't even use the sitemaps. There's not a single piece of software out there that creates a sitemap to our satisfaction so when it comes to creating a sitemap we do them on our own and we do them by hand. However, with your smart pages you can just exclude the sitemap and just continue to link to other smart pages or back to the same family of smart pages making sure that whatever the phrase is in the title tag is the phrase that you are using as the anchor tag.

Rich: So people understand that why don't you just kind of say that in English as well.

Stephen: If the page is Elliot Wave and we're linking to that from within the smart page then we're not going to link to Elliot, or Elliot Wave, or Elliot Trading, or Elliot Wave Trading, or anything like that we're going to use the exact same keyword phrase that is the title tag of that page. So, if it says "Elliot Wave," then the anchor tags on the pages we are using are going to say, "Elliot Wave." Do you follow?

Rich: Oh yeah I follow. I just wanted to make sure that people got it. I don't know if this hurts your ranking but as we were talking right now I pulled up a bunch of smart pages in Google just to see if there were other mistakes that people made. It is kind of funny that I forgot about it but don't name your folder smart pages, or smart flash. I'm looking at some pages right now where the folder's name is smart flash.

Stephen: That's partly because the early software was rather crazy but, the early smart page software that came out actually labeled directories that way. But, you're right, I don't know if it hurts people's rankings or not but if ever any search engine decided that they wanted to wipe out smart pages you've basically got a bulls eye.

Rich: Also, it's not something that you want to throw in your competitors faces.

Stephen: Right. Exactly. If there is someone that is like, "Wow you've got a high ranking, I don't know how you do it?" and they say, "What's a smart page?" They see that subdirectory and they see smart page and whatever. They're probably going to see some yellow page directories and stuff but, they're going to see pay-per-clicks and other things smart page software. They're going to find it and guess what? They're going to do it and they're going to one up you and perhaps out perform your pages. Game over for you, at least for that link.

Rich: It's not hard to think that they'll one up you because you're not doing it really very well by putting in smart tags in your folder anyways.

Stephen: Right. That's true that is not one of the things you want to do. If you're already doing that and the pages are working for you – because, we've seen some that still have pretty decent ranking.

Rich: Yeah. I'm looking at one for a trading product that has really good ranking and the folder is named smart flash.

Stephen: You know what, if it is working for you then don't change it.

Rich: Then I wouldn't change it.

Stephen: No, you wouldn't change it but just know don't do that. But, the other thing is you're basically creating competition for yourself which there really isn't anything you can do about that. If somebody wants to find out about the software and they don't know about it already they're going to find out about the software and the strategies and then try and match whatever it is you're doing.

Rich: They would have a much harder time. Yesterday we saw a really slick page and we were looking at it for a while, we couldn't figure out what it was.

Stephen: Yeah. They're using something.

Rich: But, if they had labeled the folder that everything was in, that would have been a nice favor to us.

Stephen: Yeah. We were sitting there reading the line of code talking about what the heck. Those are some things for you. What we're telling you here are things you can use immediately that can be really impactful on the results of your smart pages or any kind of optimized pages that you are using with the search engines. While we're talking about smart pages it kind of applies universally if you kind of break it down. You just ask yourself, "How can I apply this to the optimization methods that I'm currently using?"

Rich: Right.

Stephen: Kind of become your own in-house search engine specialist. Take the time to learn. It is actually worth it. Some people say, "Oh I don't have time to read books and get the software and all that." The long term enduring income that you can generate from doing that is well worth it. It is definitely something that you would want to make at least a small part of your business and professional lifestyle. Just learn how to kind of do it on your own or, when we officially launch AmplifyProfits.com just sit back and let us do it for you.

Rich: Let me sum it up for everybody so they really kind of get what we're talking about here. The original report showed you how to get the keywords and the reason why we wanted to really go in depth showing you how to get the keywords is because that is where it all starts. If you make a mistake there then you're really dead in the water. Once you have these really good keywords, now you've got some choices to make. You've got to decide: a) what type of pages you're going to make. Now, we've told you from our experience that if you're selling your own product or selling an affiliate product then you really would tend to want to go with a smart page or, possibly another type page that had a redirect built into it because we've seen a massive decline in conversion rates when there is an intermediary step.

Stephen: Right.

Rich: Whatever software you would use, you would want to make sure that it was shooting the visitor straight over if your intention is to sell something like a product or an affiliate product.

Stephen: Let's pause real quick and make it clear so people understand. If your purpose is to sell your own product and you're using a page that kind of delays them from getting to your page by picking up a sub-search result page with Google Ad Sense or whatever; here is what is happening. They found a keyword phrase that they feel internally matches what they are looking for and they click it. They have no idea that your product exists because they are not there but, already having decided to click your page out of 10 or 15 results, depending on what search engine it is in, they're now presented with another 10, 15, or 20 other results before they get to your page. So, you're basically opting for a buck or so – I don't even know what the phrase is, it may not even be a buck, it may be a few cents on Google Ad Sense and even much less on SearchFeed.com as opposed to sending them directly to your page to capture the opt-ins, to build the relationship, or to make the sale for \$39, \$97, two, three, \$400, or whatever the product is. You have to really be careful at what it is you're doing and make sure that the strategy you are using with the search engine matches what it is you want to get.

Rich: Yeah. When someone clicks on a link they expect to go somewhere and if you have some place to take them it is always better to take them straight there just from a mental aspect they're going to be more likely to convert anyway.

Okay, now you have picked some kind of a page that you're going to make. Like we talked about it could be any of the types of software that we've spoken about, it could be something that you found yourself and that would have a higher probability of maintaining because it wouldn't be something as popular. After you've decided how you are going to make it, the thing that you're going to make sure that you do is when you make your optimized pages you're going to be very cognant of making sure you don't have keyword phrases that when combined turn the phrases into keyword spamming. Like we said before, that is a huge issue and a lot of people are making that mistake and it is costing them tons of money and tons in ranking. So, you're going to check that and make sure and we gave you some ways around it.

Now you're going to make the pages. We just spoke about how to link to them the best way. What we said was that you don't want to link to them just through the sitemap. In other words you don't want to have one link going to the sitemap and the sitemap going to all the pages. That doesn't generally work as well as sending one link to one of the pages in the family and then that one page of the

family spreads throughout the rest of the family and you get higher ranking that way.

That is where we've gotten to so far. We've kind of walked you through the process of not only how to find the right keywords but, also how to build the right kinds of pages no matter what kind of pages you are building and not to make the most common mistakes that we see people time and time again making.

Stephen: There are other mistakes, like making too many smart pages at one time. But, those mistakes are some of the biggest mistakes that have the greatest negative impact on people who are creating smart pages so those are the ones that they should immediately correct, even if they have smart pages out there already that are ranking so so. If they went back and modified them, they could probably see the positioning of those pages sky rocket up several positions once Google.com does a re-crawl.

Rich: Yeah. That always makes you feel good, doesn't it. Alright, we're wrapping up here but let me ask you some other questions because I think these might be helpful. Let's assume that they've followed all of our directions and now they are getting really good ranking. Let's say though that they have intentions of doing pay-per-click advertising and a bunch of other stuff too. The question is, because there is good data coming to those smart pages.

Stephen: Right.

Rich: In your opinion, what is the best way to track from your smart pages? Do you want to know how often they are being clicked on, etcetera?

Stephen: This applies to it being your own product. Because, with your own product you have the opportunity – unless you're creating an accelerated affiliate sales page or something like that where you can track not as much but a little bit more than what you would normally be able to track with just a direct link. Okay, with that said, this idea is with you having your own product so you can track everything. The quick, easy, least expensive way to be able to track raw hits, unique hits, actions meaning did they become an affiliate? Did they opt-in? Which means you will be keeping track of your subscribers as well as your sales and up sells and things like that, is to use a program called Pro-Analyzer.net.

What you do is you create different groups of keywords, whether it is pay-per-click or even with the search engines. This is one of the

things we used when we were actually checking the performance of different pages. One of the things we used was a program that we use that is built into a package for FibonacciSecrets.com. But, with the other one we use Pro-Analyzer.net or some other software. But, this one is just a quick, easy way to do it and to use it.

What you do is this – you set up a group of smart pages, let's just say we have a group of smart pages and you have 10 pages. You do a Pro-Analyzer.net tracking link for that group of smart pages and inside the smart pages area where it asks for the redirect link, that link will be the Pro-Analyzer.net link. How to set up the Pro-Analyzer.net link is very easy and you'll learn how to do it once you get the software. Believe me, this is the quick, easy, least expensive, one-time cost way to do it. There is no monthly fees or anything.

You do that for each group of smart pages, even if you're going to do it with pay-per-clicks. All you do is the same thing, you find out what your group of keywords are going to be, you can even take it down to the individual keywords. Meaning, one keyword phrase, one Pro-Analyzer.net link. I don't know how many people actually want to get that much on the micro level to actually find out which keywords are performing on an individual basis. But, for those that just want to do groups of keywords, you can do maybe a group of 10 keywords in Ad Sense or Overture.com. But, make sure you keep them small so that there is not too many keywords in each group. And, again, for each group of keywords, when it asks for the link where you're going to send the traffic to you put in your Pro-Analyzer.net link. With your Pro-Analyzer.net link you're able to track where things go.

For example, for one of the videos you got with this called *The Mula* [Inaudible 1:14:38], we recently started testing it on Google.com and we're using Pro-Analyzer.net and it has an 8% conversion and we know the conversion because all we have to do is look into the Pro-Analyzer.net and it tells us the raw traffic, the unique traffic and the results as far as how many sales and all that kind of information. It is very easy to setup. You can also take that and see if it lines up with what Google.com says if you're using any of Google's conversion things.

We're not experts in Google Ad Words or anything like that. We're just talking about how to track the performance of your smart pages. The easy way to do it is Pro-Analyzer.net. In place of your affiliate link you would use a developed Pro-Analyzer.net link so you can find out what is going on. This is very, very important.

We're able to look at different smart page groups that we're using with Pro-Analyzer.net that have several thousand clicks and different things like that and we're able to see what the actions are and the performance. Now, some of them we don't have broken down into small groups, some of them we do.

What you want to do is simply use a software package. You may not want to use Pro-Analyzer.net, you may have another program of your own. But, whatever it is use a tracking link like Pro-Analyzer.net in the place of the redirect or your main site so you can find out exactly what is happening. This is important because many people just create smart pages, they put in either an affiliate link or their domain link, they throw it out there and that is it.

Rich: Let's talk about this for a second. Especially if you're sending the traffic some place else, you really need to know how much traffic you're generating. We talked about this last week, I had forgotten about some smart pages and six months worth of traffic and these smart pages were getting hundreds, and hundreds of hits a day. I was getting robbed. I probably would have realized it a lot faster had I been checking my stats and see that I was sending hundreds of visitors a day and I wasn't getting paid a penny. It is a good way, if you're doing affiliate type marketing, you really want to do it because if you're not getting paid well then you're going to want to move that program.

Stephen: Right. Here's one thing that is really important that I want to say. We've seen people who use tracking software that does the same thing that Pro-Analyzer.net does but you pay a monthly fee, which isn't a problem if you don't mind paying a monthly fee. But, the service is hosted by another company and here's the devastating part – the company's site goes down. We've clicked on smart pages from good friends of ours in the search engines and we had to email them and tell them that for one we know what tracking software they're using because we see the error page with that link.

Rich: Right.

Stephen: So they're losing traffic and all that stuff. If the tracking link is down let the whole site be down. Meaning, host the traffic information and links on your domain so that one is not working without the other. Pro-Analyzer.net is something that you pay a one time fee for, it is like \$97. They do a free install on your domain and you basically own it from that point on and you can track everything that takes place on that domain. If you're a big fan of Reese's or anybody who does a lot of tracking, because one thing that we

know for sure and Jay is really big on is testing and tracking. That is what this whole business is about. It is not about creating something one time, throwing it out there and it is done. It is testing, tracking, modifying, fine tuning and making sure you maximize everything there is that you have. If you have software you're able to test and track those results.

By keeping it basically simple with smart pages – what is it you want to know? You want to know how much traffic your getting and what the quality of that traffic is. The quality is determined by the actions they take. Did they become an affiliate? Are they opting in? Or, are they buying? The only way you can know that is to track. Anything else is purely an assumption and it is absolutely foolish to do. So, track it. Get a copy of Pro-Analyzer.net.

Rich: Okay, next thing because people ask me this all the time and I'm sure they even ask you a lot more and that is what is your favorite type of redirect to use? Obviously now the new one is our favorite, on mouse over but, when you're not using that what are you doing? Are you doing it in Flash? Are you doing it in Java? What is your preference?

Stephen: We still basically use Java. We did a comparison and there was a slight edge and it could have been an anomaly and really no big deal but there was a slight edge to pages getting in faster and ranking higher when using a Java redirect as opposed to using a Flash. While no hard testing repetitively was done on that with testing and tracking to find out, that is just something that we noticed on the fly. And, since that is something that we are rather used to and basically have no fear off Google scratching out Java redirects or anything like that we basically continue to use Java. But, now everybody has the new smart page format they can just use the mouse over even in their old pages.

Rich: Right.

Stephen: Even if you want to continue to use the old smart pages because you love those or whatever the case may be because those are extremely powerful you can replace any Flash or Java redirects you're using right now with that new mouse over redirect that is so undetectable it is not even funny.

Rich: One thing though that I think we should mention, I don't even know if you even agree with this Stephen but this is my thought on it. Is if you are going to use a Java redirect you should almost have that hit another redirect page on your site. The reason being is that if you

end up making a lot of smart pages for that particular product Google.com now follows Java, they'll follow that link. I have on some of my sites I have pages that I've never linked to them at all except through redirects and they have page ranks of six and five which can be useful when I don't want to promote the thing anymore but I want to use it for something else. If you're going to do Java redirects I'm just saying put an intermediary page in between if you know how to do that. It is also good to do that because if you're going to change the program that you're promoting or the product that you're promoting all you have to do is change one thing. You still do that too, don't you Stephen?

Stephen: Yes. Actually, we did a comparison because we know some people and we use to do it too and actually you did and we had a discussion about it where you would do that. You would have some important links that you want to get crawled and recognized regularly by the search engines you would put them in a frame page using the whole no frame thing and have them listed. But, it seemed like nothing happen. So, if you're linking inside a frame page, I don't even know if that works anymore.

Rich: I think it still works. But, my experience was that that is one area that people tend to get, myself included, overly aggressive and try to put way to many in. That was my big mistake when I tired it. Then, latter on they all eventually came in but, it just took forever.

Stephen: But when you link...

Rich: But, I had 100 links going in.

Stephen: You were just trying to shovel it down their throat, aren't you?

Rich: Yeah I was in a hurry.

Stephen: I would say so. Again, even if you're using a Java redirect, you don't want to just throw that many links on the page at one time because you don't want to give the search engines the impression that you're a link farm.

Rich: Exactly.

Stephen: You definitely don't want to give them the impression that you're a link farm and throw up red flags. We have seen throughout the multiple domains that we've used in different levels of linking that we try we have seen there being some resistance in search engines whenever we went above a certain amount of links. 50

links, 75 links may be pretty cool but, when you start to get up there close to a 100 it seems like there is some resistance to: 1) crawling the page; and 2) to getting all the links on the page in. So, instead of going wild you should go a little deep and kind of go to the strategy of smart page stacking. Having some patience can get you some of the best pages you'd like to see get in. Then, after those pages get in start doing some stacking to start to pull in all the other pages. It is better to get in a 1,000 pages over time then to get none of them in ever.

Rich: I'd have to agree with that.

Stephen: Okay.

Rich: What else? I think if people just listen to what we just said for the last hour and a half then they will laugh at anyone who ever tells them that smart pages don't work or that there is better stuff out there. We just exposed to you during this conversation all of the mistakes that people make that hurt them in ranking without them ever being aware of it. Is there anything else?

Stephen: Only some of the mistakes people make.

Rich: The major ones.

Stephen: Right.

Rich: Is there anything else that you really would like to leave people with that you feel like that knowledge would certainly help. Obviously, we could talk for five days on just smart pages.

Stephen: Right and we do actually. It is just not recorded conversations.

Rich: No one would want to listen to them.

Stephen: No. Not at all. I would say understand the role that search engines play in your marketing. Keep everything in proper perspective. Have patience with the process but be ruthless and relentless in pursuing search engine optimization and positioning. Never be too fixated on one specific method or process that your whole entire process becomes obsolete because you're not flowing like a river as things continue to shift and change as they often do with search engines. But, with that said with all the different changes that have happened from Google.com to MSN.com, nothing has changed the positioning that you're able to get with smart pages. You'll see some smart pages fluctuate and for strange reasons you'll see

some of them disappear, some of them will come back and some of them won't. But, overall, in the big picture, smart pages are really sticky. They get in, they stick, they stay, they are like magnets, they pull in the kind of traffic that you desire and you want.

So, put together a simple strategy that allows you to regularly create and go in and manually modify and tweak and tune to your industry or product specific needs. Get the smart pages out there, have patience, let them get in and continue to build that process. On thing that is really important is ignore people who say certain things don't work. Understand certain people's motives, understand that a good percentage of the people that say they don't work are people who didn't even try them themselves. They heard that they don't work from somebody else who heard they don't work from somebody else, who said they heard it from somebody else that they said it didn't work. You have to understand where the message is coming from, who the messenger is. Then, you'll have some people say that they don't work and they're not working for them because they made some of the mistakes that we just mentioned on this call.

Do it for yourself, I'm here to tell you they work. There are a lot of people that we respect in marketing that use smart pages and we continue to deploy smart pages all the time and at the same time we encourage you to use stuff like TrafficEquilizer.com and RankingPower.com because they are really good. But, when you get it, look at it and make sure that you have a full understanding of the role that it plays in your business. When we talked about some of the mistakes that people make with smart pages, look at how you use other software and make sure that you don't make those mistakes. In other words don't use the standard template. How can you modify the template to make it uniquely your own so that it is really specific to what it is you're doing and gives the maximum impact from the positioning that you can in the search engines. Just be smart amount the whole thing. Don't become overly obsessed with it. You want to be relentless about it but you don't want to become obsessed with it because there are so many other things to do with marketing online that we haven't covered in this call.

Search engine optimization is very important, very powerful, very profitable but, is has only one role in an entire big picture of marketing on line. What you have to do is do it relentlessly, consistently, not stopping and the reward and benefit from it our phenomenal. In fact, they can't even be put in words. What it is you gain from it is so immeasurable that it is crazy. Go about it

consistently, regularly, just like you would schedule a time to do other things, schedule a time to making your groups of smart pages or whatever kind of optimized pages that you are using. If you have pages out there, take some time to go back to change some of those pages, modify some of those pages according to some of what we just talked about on this call.

We wish you the best success and you can give us some feedback and let us know how these changes that you made, or making new pages according to what we talked about impacted your positions, your traffic, your opt-ins, your sales, your affiliates and everything else. We know it works we use it all the time. We know that it works. So, those that say it doesn't, just ignore them. There is a lot of chatter out there, there are a lot of people talking, people have the right to their own opinion, whatever. They work, go for it.

Rich: The only thing that I'll just add to that Stephen is just so people understand, what is the right mindset to approach search engines? I know the way we feel about it is that we'll use any technology out there that is good, that gets quality visitors to our site. But, where we really draw the line is that we don't really ever don't try to optimize for words that have no relevancy to what it is that we are doing.

Stephen: Right.

Rich: The reason for that is because that is really where you start getting in trouble with the search engines. There are two very different levels. On one level if you use the stuff like we use, you use your smart pages and stuff like that, all you're really doing is giving yourself an advantage over your competitors. But, ultimately you're still serving the good of the search engine which is trying to provide relevant sites to the searcher. When you start trying to harness traffic that really is not meant for whatever it is you're selling, that is when you'll get banned, that is when you'll get kicked out. Because, now you're messing with the search engine and their product and they don't like that. They shouldn't like that because if search engines started showing too much irrelevancy a lot of people wouldn't use that search engine anymore and then there would be no reason to get ranked in it.

We feel pretty strongly about it, at least I know I do. There's so much opportunity to do it and just stay in your area for whatever it is you're selling that there really is no reason to try and just be a nuisance to other visitors on the search engines and the search engines themselves.

Stephen: Right. Plus I think people have become so much more sophisticated online, optimizing for a phrase that is not relevant to your site in hopes of getting traffic is only going to send your traffic stats up, it is not going to increase your sales. People don't buy that anymore, people are tired of being spammed in their inbox, getting things they're not interested in. How much more do you think they'll be furious to click on a link they think is one thing only to go to a site that has absolutely nothing to do with what they were looking for. It is kind of like the email that says, "Here's your invoice." You open it and they're trying to sell you Viagra or something. It is like they think they have an invoice then they open it. Do you think someone was deceived by the subject line is about to buy Viagra from that company? It doesn't make sense. Basically it goes to discredit you, it is unethical, immoral and it is something that you shouldn't do. There are so many different things that you can sell out there legally and legitimately that it is just not worth the effort and the upsetting of people being unethical and optimizing for phrases that are just totally irrelevant and not related to what it is you are doing.

For example, in the commodity market, we won't optimize for commodity brokers, or future brokers, or stock brokers because we don't offer brokerage service. But yet, there'll be people that will optimize for that because they'll think that someone who wants a commodity broker will be interested in a commodity book or a commodity service. Not necessarily so. Joint venture with a commodity broker and then do something and then at that point if you're offering a commodity broker's services then you have a greater relevancy. But, if somebody is looking for a brokerage service to open an account or if they're looking for a [Inaudible 1:32:38] or something like that it doesn't make sense if I'm trying to optimize to send them to a swing trading eBook. It just doesn't make sense. They have no interest in buying that. Some people may argue and say, "Well, they may have an interest in buying it because they are interested in trading." I don't want someone hitting on our page that is interested in opening their brokerage account. I want someone hitting out page that is interested in buying a book on something, or interested in the trading method, or trading strategies. Why? Because, then we get a higher conversion rate, a higher satisfaction rate and more profits because we're being laser tuned in to what people are looking for an not trying to shift them along the way. So, there you go.

Rich: Right. Yeah. I guess that pretty much sums it up.

Stephen: That's it.

Rich: Alright man. Well, I hope everybody got a lot out of it. I'm sure that if they listen to it and they apply what we spoke about they will. We look forward to speaking with everybody again. We've got lots of stuff coming up. Stephen mentioned AmplifiedProfits.com and we've got some really cool stuff coming up with Jay as well. Keep your eyes peeled to your inbox.

Stephen: Alright.

Rich: Talk to you later.

Stephen: Alright man, have a good one.

Rich: Bye.

Stephen: Bye.