15 Minute Traffic Siphon.com

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Table of Contents

Introduction 3

Overview 4

Concept & Potential 5

Why This Works So Well 7

Getting Started 10

Critical Points For Success 12

Finding Your Siphons 19

Content, Content, Content! 43

Writer Callout Template 47

Making Contact 51

Where Do I Send My Traffic!? 56

Conclusion 58

Introduction

15 Minute Traffic Siphon was written out of necessity. I literally had people HOUNDING me about getting traffic. Where do they start? How do they get more of it? Should they pay for it? Everyone who is in the web marketing world needs traffic of some sort. If you want to make money online, you need human beings to see your content - be it a PPC ad, a blog post, a Facebook status update or an email.

You need traffic.

I put out a series of courses on website flipping, Flipping Paradise. In Flipping Paradise (and the follow up video series) we go over building assets to sell on Flippa, assets that don't need to make a lot of money (which is how websites are traditionally valued) but instead have other aspects of value, this could be active social accounts, loyal readers, engaging content, consistent traffic or all of these. But people always got hung up on traffic.

TRAFFIC.

It's always what people seem to need and everyone wants to take the shortcuts around it. Most people go back to SEO – talk about miserable. Keeping up with constant changes in Google's algorithm is not only hard, but it can be VERY expensive and it takes A LONG TIME to see your results work, if they do at all.

I've been down that rabbit hole.

Siphoning traffic will be, by far, the best money you invest into traffic generation. It's quick, it's easy, it's reliable. 3 Things SEO isn't.

One of the keys to traffic is FOCUS on 1 method and do it very well. Notice where you're getting results and DUPLICATE those results consistently over and over and over again. Don't wander around and do a little SEO here, a little social marketing there, a little blog commenting here and realize you're not getting ANY traffic.

"The fox that chases two rabbits comes home hungry"

-Ancient Proverb

Don't be that fox. Chase this rabbit and come home with dinner. Let's get started.

Overview

In *15 Minute Traffic Siphon* we are going to learn a very simple, scalable, repeatable solution that will, in a nutshell, consistently bring in laser targeted traffic in ANY niche you want. Traffic you can use to grow a blog, grow a list, sell some products, get interest in your company or whatever you want. I've used this method in 1 form or another, since I began internet marketing years ago. It's simple. It's proven. It's repeatable. It's scalable. And I've refined it over the years – wisdom I'm now sending to you.

First we're going to outline the method for driving traffic, then we're going to talk about how to actually implement it. It's very easy to do this completely wrong, which will lead to wasted time, hands being thrown in the air, games being played on your phone, procrastination, and ultimately: general frustration.

After I show you exactly what you're looking for, I'm going to give you some templates you can use so you can begin immediately. You'll have all the tools to begin TODAY, with clear cut instructions for moving forward.

By the end of *15 Minute Traffic Siphon*, you will know how to correctly implement and execute a traffic building technique that's proven, consistent and works. Over and over again. Completely scalable. Build up a traffic stream of 100 users to your site or 100,000 users to your site. Totally up to you.

The power behind this method is you will build up, very quickly, a large amount of traffic that you can wield depending on what you want to do, for example you may want to drive that traffic to an email opt-in form this month, but next month

may want to promote an affiliate product. No problem. We're solving all the traffic problems right here, right now.

Concept & Potential

The concept around *15 Minute Traffic Siphon* is simple. You'll be siphoning traffic off other blogs that are doing very very well. Most people think of traffic as either coming from free places like Google (SEO) or from paid methods such as media buys like web banners or pay per click. What you will be doing is reverse engineering other popular websites in your niche using a few metrics I setup from trial and error, then using a foolproof method for getting a VERY SPECIFIC piece of content up on their site, which, at the end, will link back to your site.

Some call this guest posting. Guest posting is a very drab term though. This is so much more than just guest posting. There is a science to doing it correctly. You may think you've tried it before and it hasn't worked. Bear with me here – this WILL work if you put in the effort. You have to be VERY specific to the kind of work you do, the kind of blogs you publish on and how you go about the contact process or you'll just be wasting your time. Guest posting is more spray and pray, I hope I get a quality backlink from this site. What we're doing is actually siphoning traffic from our content on other websites, and to siphon traffic, you need to ensure the website has LOTS of it.

What can this method do for you? How much traffic can you bring in?

Siphoning traffic off other established blogs lets those blog owners do the heavy lifting. You don't have to spend years building up a loyal fan base, putting out quality content for free and hoping your blog will take off someday. Let someone else do that work. Finding blogs that get hundreds of thousands of pageviews means big traffic payoffs down the road. And we're talking about QUALITY traffic here.

There is traffic that lands on your site, maybe through a paid ad or through search, and they take what they see at face value. But when you've already established yourself as a quality content provider (by putting content on a trusted authority site in your niche) and they read that high quality content, those that come through to your site will already be leaning in your direction. You don't have to "Sell" as hard, no matter what you're selling or promoting, even if it's just promoting your blog with no monetary benefits in mind. They've seen the level of quality you already are producing and by following my rules your visitors will be happy as a clam and you will too.

How much traffic? That's the great part. You can essentially drive as much traffic as you want. I have 1 post up that still brings in 50-100 unique visitors per day and it was published almost 2 years ago. The post is on a very popular blog and one of their top viewed pieces of content, with a link back to my site at the bottom. That's 1,500-3,000 quality leads per month coming into my site from just 1 post.

Now I've recently refined my method a bit more so you can actually WIELD that traffic and point it wherever you want, even after you've setup your siphon. You can setup as many siphons for as many different places. You may choose to setup 20 siphons in 1 direction or 20 siphons in 20 directions. This will all vary depending on your end game. Some of you may be here to popularize a blog, some may be here to drive traffic to a CPA offer or a landing page. You'll have to experiment with **where** your traffic goes, I'll show you how to setup the siphons so you can do so. Experimentation is up to you.

I'm not here to teach you about landing pages, or list building or email marketing or CPA ads. I'm here to show you how I consistently traffic each month. I'm assuming you have a general knowledge of how internet marketing works and you just need some big time traffic tips. That's what I'm here to deliver. Quality traffic tips. I'm going to be focusing solely on that so you have a very detailed understanding of how it works instead of waffling around in a variety of different topics.

Now you're going to want to just run out and get started right now. Look how easy it is to get all this great traffic, why don't I do this more often? Before you do

ANYTHING finish the course. There are a ton of lessons I've learned over the years of doing this and I don't want you to make the same mistakes I have, wasting time and money. This course will only take you a bit to finish so please do so, it can mean a huge difference in your outcome.

Why This Works So Well

Understanding why these traffic siphons work so well is key to long term successful traffic generation. This method works well because of 2 simple reasons.

#1 Website owners ALWAYS need high quality content for their visitors

This is just the reality of owning a highly trafficked blog. There are a few exceptions, but most blogs live and die by the freshness of their content. Having high quality, fresh content continuously posted on blogs means more traffic, more shares and more ad revenue for the owners. Who doesn't want revenue? Now many times these owners are absolutely swamped with work. They will schedule content out but they can get busy. Sometimes they have staff writers, sometimes they run the entire blog themselves. This is where you come in. You walk in the door (their inbox) and say: Hey here's a bunch of awesome content FOR you, done and done, which one do you want?

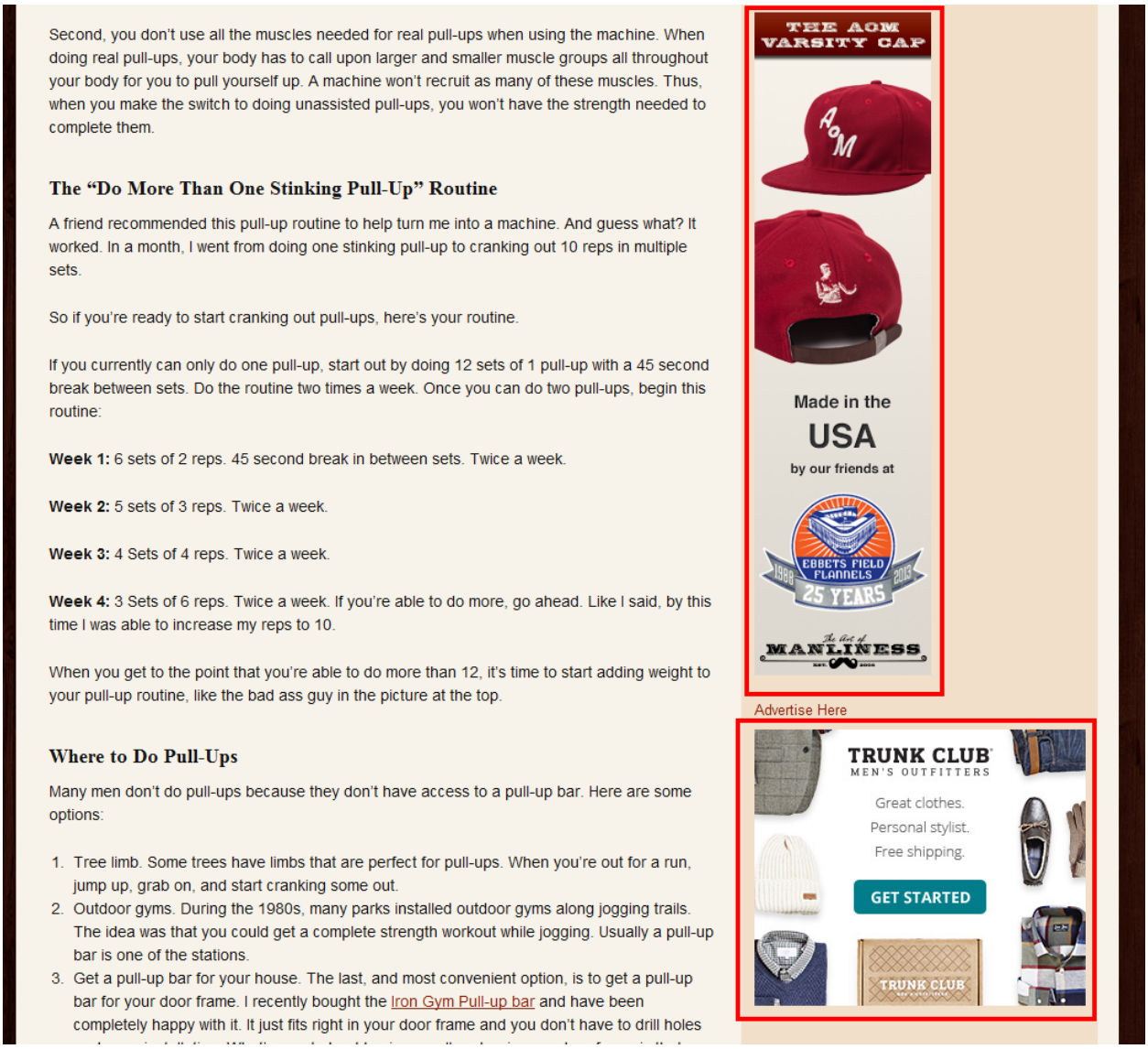
Simple as that. You know why it works? Because it's so easy for the blog owners to just reply to you and say "I'd love it! I'll have it up on the site soon!"

It's a win-win. You get quality advertising that works (see below) and they get quality content for their site (which translates into more dollars for them.)

#2 Your "ad" is embedded into website content, not a banner.

What does that mean? You're essentially putting an ad up for your website or product. You're establishing yourself as a guru in a particular field, it could be health products, SEO, marketing ideas or budget travel tips. Most advertisers

have it all wrong, they pay to put their banners up on the side of a website, falling victim to advertising blindness.



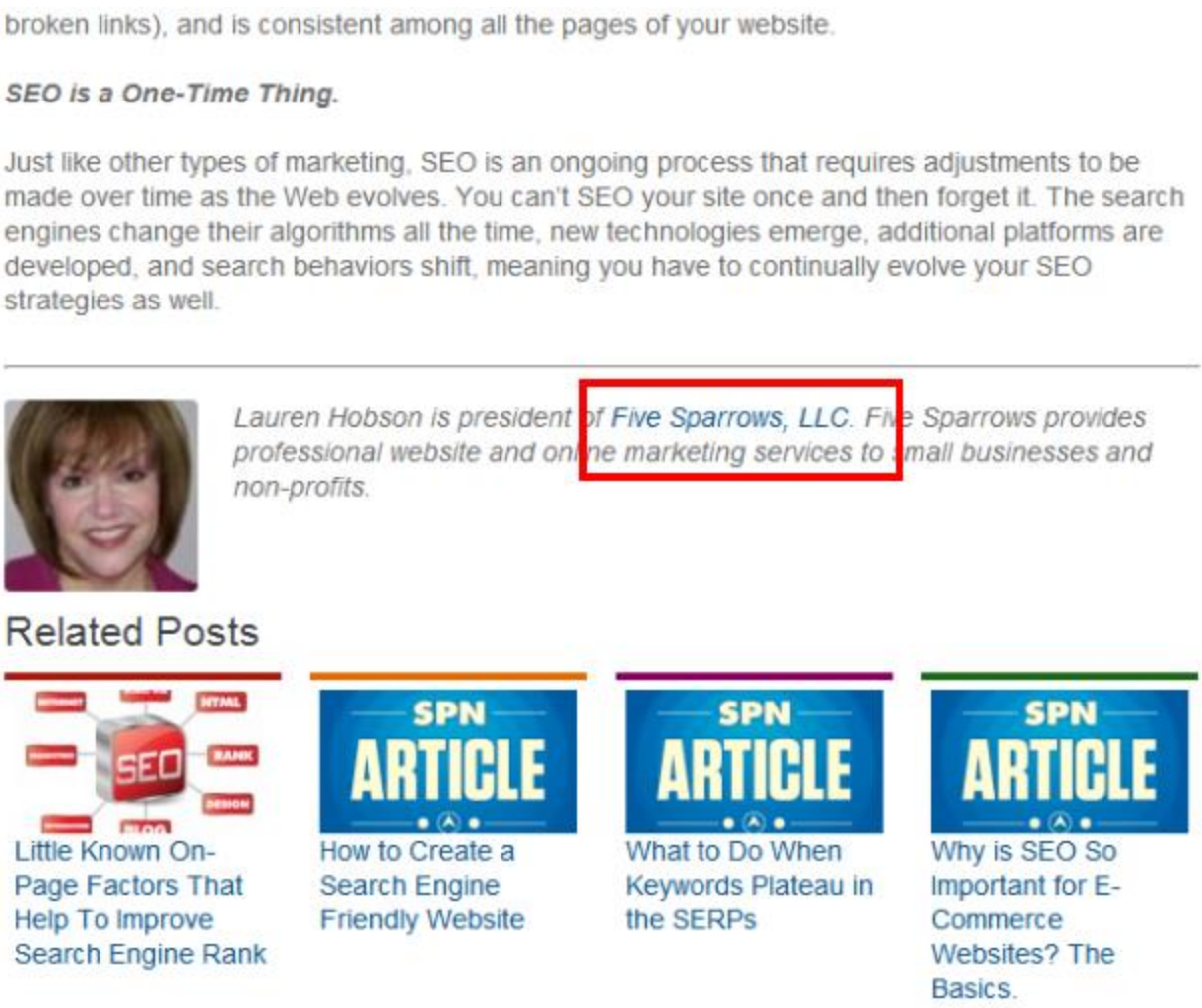
Who looks at those ads? No one. Or so few people that it doesn't really matter, you're wasting so much money paying for CPA ads that get %.010 click through rate. People are all reading the content.

Make the Content Your Advertisement

Now on the other hand if you scroll down in that same article you'll see a link for a product that is directly related to the article:

Affiliate link. Boom, you just got close to free advertising FOR LIFE from this website and it's all built into the content. You don't have to top off your advertising budget to keep that flood of traffic coming in. People read content, then if they like it (which I'll be showing you HOW to get them to like it) they want to find out more. You've established yourself as a pro, so they jump through your link for more.

Let me clarify this however. The above is just an example, you will not be putting your links within the body of your content but instead putting your links in an author bio at the END of your content, this is generally what other website owners prefer and what looks more organic (see below)


broken links), and is consistent among all the pages of your website.

SEO is a One-Time Thing.

Just like other types of marketing, SEO is an ongoing process that requires adjustments to be made over time as the Web evolves. You can't SEO your site once and then forget it. The search engines change their algorithms all the time, new technologies emerge, additional platforms are developed, and search behaviors shift, meaning you have to continually evolve your SEO strategies as well.

Lauren Hobson is president of Five Sparrows, LLC. Five Sparrows provides professional website and online marketing services to small businesses and non-profits.

Related Posts

Little Known On-Page Factors That Help To Improve Search Engine Rank

How to Create a Search Engine Friendly Website

What to Do When Keywords Plateau in the SERPs

Why is SEO So Important for E-Commerce Websites? The Basics.

But more on that later… Now that you know why this works so well it's time to get started.

Getting Started

Now don't just start rushing out and contacting any old blog with any old piece of content. There are a few guidelines I've set for myself to ensure the blog owner is working for you, not the other way around. There are 3 large steps to take to get your siphon setup on the **right** sites and we'll be detailing each step in full screenshot detail in the upcoming sections.

NOTE: This entire first step is eliminated by those who have purchased the one time offer with this product wherein I give you a spreadsheet with hundreds of done for you siphons with their rankings and the contact information to setup your own siphons. They're also broken down into different niches so you can get started RIGHT NOW if you don't want to harvest your own siphons and just use my personal list of siphons I've grown over the years. This isn't NECESSARY (I show you how to find your own below) but it does speed things up and give you some killer siphons that get hundreds of thousands up to tens of millions of pageviews per month. If you're interested in checking it out you can do so here:

http://15minutetrafficsiphon.com/dfy/

Back on track now… First I'm going to show you the kind of sites you want to be finding, then I'm going to show you how to actually find them. It's critically important to understand why you're going after certain kinds of websites so you won't waste your time and money. Once you understand the kind of sites you're looking for, I'll show you exactly how to find them.

Before getting started you'll want to know what kind of traffic you're going to be going after. This means taking time to think about your end game. This means thinking about more than just what "niche" you're in. Health niche for example, are you going to be promoting fitness products or are you launching a blog on nutrition? Those are 2 very different end results for your traffic, while I don't want to talk extensively about what you can do with the traffic, you do need to keep in mind what kind of traffic you're going after before moving onto the next step. In the next step you'll actually be FINDING your siphons, so thinking about where you want those siphons to point means you'll be in the right mindset to find the right kind of siphons.

There are 3 steps we'll be detailing.

Step 1: Finding the RIGHT kind of site to siphon traffic from

Step 2: Getting the RIGHT kind of content for the site to post

Step 3: Getting your siphon live

Critical Points For Success

Finding the right kind of site is critical to the success of this method for a few reasons. When I first started setting up siphons I used to contact any and all website owners in my niche. Sending out tons and tons of content, only to later realize I wasn't actually getting much traffic from the content.

Waste of time. Waste of money.

Then I reverse engineered everything and started setting up siphons that get hundreds and thousands of visitors per month from just 1 piece of content.

Not a waste of time. Not a waste of money.

The obvious choice is that the site has to have traffic, right? The sheer amount of traffic your siphon has isn't the only factor in bringing **you** traffic though. Obviously if the site has more traffic, there's more *potential* for traffic, but that doesn't guarantee high amounts of traffic to your site.

Critical Point #1 – Website Layout

Why spend time pouring over where your content is going? Why not just spray and pray? Spending a bit of time really doing your research into the right kind of websites means you can put up significantly fewer siphons and get the same results as if you went out and put up 50 siphons on 50 websites.

Consider these 2 potential websites to set siphons up on.

Site A:

Gets 1,000,000 Unique Visits per Month

Post 4-7 Pieces of content per day

Site B:

Gets 150,000 Unique Visits per Month

Post 1 piece of content every 3-4 days.

Based on my experience, your overall exposure level will be significantly higher by going with site B for a couple reasons. Yes it gets less traffic, but that piece of content will be on their homepage for a longer period of time, it will be less likely to disappear in their archives, it will have more social engagement and it will show up on their "popular post" section more frequently than on the site that's posting 100+ pieces of content per month.

Site B will also probably get more social shares and have a high chance of "going viral." I hate the term going viral. Let's say, gaining a significant amount of traction on social media – and not going "viral." The piece of content on Site B will be much more prominently displayed – take for example these 2 websites:

The first is an example of a Site A – SiteProNews.com, the second screenshot is an example of a Site B – BlogTyrant.com.

RSS Feed | Videos | Micro-Blog | Advertise | Guest Blogging | Tech Search

Home | Article Archives | Newsletter | Webmaster Apps & Tools | Partners | Resource Directory | Categories

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Follow +1 YouTube Like 9.1k

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CHOOSE ANY INTERNET THEN ADD PHONE TV $34.90 more a month. Call (888) 250-3918 Ends 10/31/13 LEARN MORE COMCAST BUSINESS

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FEATURED ARTICLE — OCTOBER 15TH, 2013

Social Media and its Benefits to SEO: Get Social, Get Noticed

By Ryan Neal

There was a time when online marketing professionals would claim that social media campaigns were a waste of effort and certainly had no SEO benefits. Even today the concept of hiring a social media manager seems odd — why fork out thousands to pay for their salary when you spend most of your time trying to keep your employees off of Facebook anyway? While it's true that social media has had little SEO benefit in the past (any links are usually encoded with the 'nofollow' attribute), we are now seeing that, with the Google Panda update, more and more weight is being given to links on social media sites. But SEO

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Lavabit Re-Opening to Give Users Chance to Retrieve Data

TECHNOLOGY NEWS

Co-location: The Best of Both Worlds?

By Steve Smith

Setting up, running and managing your own data centre can be a complex, costly and time-consuming business. Not only must you purchase the hardware and retain staff, but you also have to set aside a considerable amount of physical space and then invest [...]

Google TV Changing to Android TV

By SPN Staff Writers

Google has new plans on the TV front. The technology giant plans to rebrand its Smart television efforts — from Google TV to Android TV — after three years under its current moniker, according to a report by Gigaom. The move is an admission that [...]

Tikker Invention Reminds Wearers To Live a Happy Life

By Megan Abraham

A new start-up is encouraging people to seize the day and live every second as though it may be their last. Tikker is a simple invention meant to make people think. What if you only had a day, a month, or a year left to live? Worn as a wristwatch, Tikker's [...]

SOCIAL MEDIA NEWS

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HOME | ABOUT ME AND YOU | JOIN THE TYRANT TROOPS | POPULAR | THE BLOGGING TOOLBOX | GET IN TOUCH

The Ultimate Guide on How to Get Testimonials (and Use Them Smartly)

By: **Ramsay** | **44 masterful opinions, add yours**

We really need to focus on **how to get testimonials**.

It's extremely important.

I last week I was working with a mate to design an advertising campaign for his iPhone App and during that process something that came up was how essential good testimonials are.

Here's some things you might not realize:

- **Testimonials increase sales and sign ups**
  If you use them smartly you'll be able to get more people on your mailing list or purchasing your product.
- **You need the right ones**
  If you collect the wrong customer testimonials or put them in the wrong place you can actually do more harm than good.
- **The way they are displayed matters**
  If you display them poorly or emphasize the wrong things you'll put people off.

In this post I'm going to give you an overview of how to get more testimonials for your blog, website, App, book, product or real-world business. I'll also show you how to use them smartly.

Note: This is a topic similar to what you'll find in our Special Ops course. Make sure you're subscribed to this blog to get notified of when it opens up again.

Read the rest of this amazing literary work...

44 fine comments, write one *or* **Join the Tyrant Troops**

JOIN 10,000+ BLOGGERS

Hi I'm Ramsay and I've sold blogs for 5-figures and work from home. Get my email updates for **free**:

Yes please! My email is:

SIGN UP NOW

Not ready to sign up? That's cool! Find out *more about me* and this site's wonderful community - the Tyrant Troops. They're the coolest group around.

G+ | *Twitter* | *Facebook* | *YouTube*

As mentioned on...

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*Confused about the best blog hosting? Read my review on the host used by **850,000 bloggers** and start a blog today.*

SOME POPULAR POSTS

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4 Vital Gravatar Tips to Get Your Comments Clicked and Noticed (170)

Blue Shirt Trust: How to Increase Conversions on Everything (252)

8 Curious Reasons to Start an Online

As you can see, SiteProNews has TONS of content for you to get your siphon lost in. That's not saying they're a bad resource (they're pretty solid, I've used them before) – it's saying they have tons of traffic to lots of pieces of content. But look at site B, Blog Tyrant. Content is updated pretty infrequently (at most once per week) and it's prominently displayed on the front page, with large excerpts for the users to get hooked into the content immediately.

When you put together a great headline and gripping content (which we'll talk about in the next section) you'll have people engaged immediately. Give them fewer choices. Don't make your siphon have to compete with 20 other pieces of content. **Make it center stage.**

Critical Point #2 – Social Engagement

Social engagement is crucial for a couple reasons.

Reason 1: There is a higher chance that your piece of content will be shared – reaching an audience beyond just that blog but potentially penetrating even more places on the web.

Reason 2: Social Engagement means readers who care. When I craft content or get content crafted for a traffic siphon I consider this: Would I share this content with my friends? Is it good enough? Having quality content is just 1 aspect though. Having readers who are actively engaged and sharing the content socially, means they are actually READING the content, care about the content, and sharing the content. These are the type of visitors you want coming to your website/offer in the same niche. You want people who care, who share stuff socially and will be engaged.

Social engagement is a great sign of the health of a website. If users are consistently sharing content socially, it means the content is good. It means they get legitimate, real, users who are reading and digesting the content.

If you take a look at Site B (BlogTyrant.com) you'll see tons of social engagement, thousands. People share the content like crazy, they email it, they tweet it, it gets

around. SiteProNews.com? Not as much. There's just way too much to get a lot of shares.

Critical Point #3 – Comments

Comments are a great sign of the health of a blog and the engagement of the user base. Sometimes sites get lots of pageviews and not too many comments, but it's rare. If you're consistently seeing blog post on the site that don't have comments (or the comments are extremely low quality) then it's time to move on. Look at BlogTyrant.com – each piece of content is getting between 50-100 comments on it. That's epic. And the comments are legitimate comments, not spam. They're people who actually care about the content on the site and are engaging with the writer. That's the kind of traffic you want on YOUR site, so look for those kinds of sites to setup your siphon on.

Another great sign is that the author of the post is actually responding to the comments. When the author is responding, it means overall engagement goes up on the site. People care about the content more, they trust it more, they value it more. They're going to be more likely to share and the overall weight of your siphon will be significantly higher than a piece of content that gets few comments and no real conversation.

Critical Point #4 – Content

This should go without saying. You want to ENSURE the site has good content on it. You absolutely CANNOT find sites with poor content. You want to find writers. You want to find people who care about their blogs, who truly love the content they put up and are willing to stand behind it. It will be obvious just spending a couple minutes looking around. Look at a few of their post and notice how long they are. This is a big determining factor. If you see post that are all the same length or are short (500 worders) move on to the next one.

When you're building your siphons you want to ensure you are building quality traffic. Quality traffic comes from quality blogs. Let's say you have a product around woodworking plans – you want great traffic that's interested in woodworking. To find quality traffic like this, you want to find quality websites

with quality related content. Again, and I can't stress this enough, spend time to really get to know the site. This doesn't take long, but setting up quality siphons on quality websites means you don't need to setup as many, and it means they'll drive **more** traffic.

Critical Point #5 – Traffic

There's a reason I made the "Traffic" the last critical point. Yes it's obviously important for a website to have traffic, otherwise there is nothing to siphon from. I didn't want this to be the number 1 point because people would use this as their sole metric for success when it's simply not true. As mentioned in critical point number 1, you're looking for overall website aesthetics, not just traffic. I went over the difference between those 2 website examples to show you how you can get more traffic from a siphon setup on the correct kind of site than just sheer traffic numbers alone.

That being said traffic is important. A siphon won't work on a site that gets 100, 1,000 or even 10,000 visitors per day. Ideally you want to find sites getting 50,000 visitors per day. That's the sweet spot for traffic. This isn't ALWAYS necessary thought because many times sites have a smaller readership but one that's very engaged, or they only post content once every few days, so you'll reach a larger audience.

We're going to go over exactly how to find those siphons in the very next step but you do need to keep in mind that you're looking for high traffic websites.

I usually am looking for sites that get a minimum of 500,000 visitors per month. That's around 16,000 visitors a day. Again this is my minimum usually. I usually go after a bit higher on the traffic side but this gives you room to flex. The 500,000 visitors per month seems to be the sweet spot before they never need guest post again. After this number many seem to have full time staff writers and won't accept guest post. This is not always true though (I've got some sites in the bonus offer that get tens of millions of pageviews per month and accept guest post!) but I have noticed it gets harder to find guest posting opportunities as the sites get larger.

This can be tough and many of you may want to just start getting siphons setup and going, that's fine. Still, you want to set 500,000 as your minimum for amount of traffic.

Quick Recap

Let's review the critical points one more time before we begin finding and setting up our siphons. Remember we want our siphons to have all 4 of these elements.

Critical Point #1 – Website Layout

Critical Point #2 – Social Engagement

Critical Point #3 – Comments

Critical Point #4 – Content

Critical Point #5 – Traffic

Finding websites that hit all these metrics is key. It's a sign that the website is healthy, has a dedicated user base who is actively interested in the content that is being produced and will actually get read, meaning you actually get quality traffic. Seem like a lot of work? It's really not. Plus many times you'll be setting up multiple siphons on 1 site (I can't tell you how many times I've emailed webmasters with a few content titles and they want ALL of them, to be drip fed over the weeks to come. Jackpot.)

Now that you know what you're actually looking for, it's time to find them. I'm going to go over the steps I take to find my siphons. You may shake things up a bit when you go to find yours, but these are the resources I've used in the past.

Finding Your Siphons

As a very quick recap here's what we're doing. We're going to first find potential siphons which I'm going to show you how to do now. You're going to want to vet each siphon based on the above criteria to ensure it's a siphon you want to use.

After that you'll be putting the content together, then you'll be contacting siphons. Easy as that.

CRITICAL NOTE: Please ensure you read the entirety of this guide before setting up and contacting your siphons. It's important to plan where your traffic is going to go, many of you may be excited to start, but you have to put in another 30 minutes to finish reading this guide.

Okay time to find some siphons!

In this step we're going to go over my steps I use to find siphons. I use a variety of tactics to aggregate popular websites in my niche. You will need to find lots and lots of websites to weed down (unless you purchased the one-time-offer where I just give you my top siphons in a variety of niches.)

Open an excel spreadsheet and let's begin. In the spreadsheet you're going to want to start a few columns. One for the url of the website, one for contact email/page, one for traffic estimations, one for Alexa Rank one for notes. This will be your master spreadsheet you'll be using to send out siphons from. Each column is self explanatory, the notes column will be used once you start sending out contact emails as a sort of CRM software so you can keep up to date with what stage the conversation is in and if you've contacted the person or not. But we'll get to that later.

I have a few different resources for filling up that spreadsheet. I'm going to show you a few of my tricks so we can harvest websites and then you can pick 1 or all of them and start harvesting yourself!

Siphon Harvest 1: StumbleUpon

When I first start harvesting siphons I will use a few resources, once of my most trusted resources is StumbleUpon. If you're not familiar with Stumbleupon, it's a content discovery engine. Perfect for what we're going to be doing. The great thing about StumbleUpon is there is just about ANY category you can think of, from kayaking and badminton to electronic music and rugby. As an example I'm going to be doing SEO. Let's say I have a product on SEO I want to sell but

ultimately a blog on SEO I want to popularize, I'm going to be looking for lots of sites with content around SEO or related to web based business so I can hit my target audience.

Head over to StumbleUpon.com and sign up if you don't already have an account.

Then head to this page:

http://www.stumbleupon.com/discover/interests/all

The above page is a layout of every "interest" they have on StumbleUpon. It will allow you to directly find what's related to the kind of traffic you want to be generating. Spend some time familiarizing yourself with the categories if you don't have past experience with StumbleUpon. You may see a category that you think applies, but there could also be a better one. Don't worry you can always look for sites in multiple categories, but just to get you started off on the right foot, let's try and find very closely related websites.

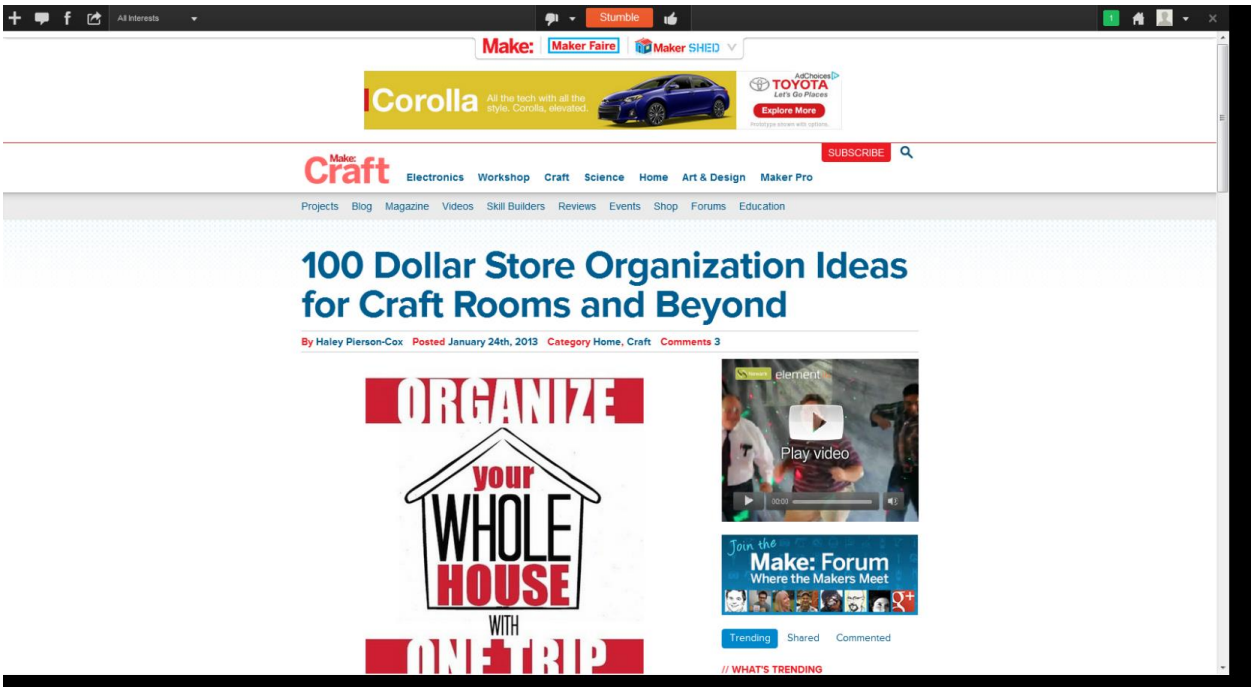
For my example I'm promoting a blog about SEO – so I'm going to start with the category "SEO." Now there are only 14,000 subscribers to the category "SEO" so the amount of content may be far fewer than say "Health" however I wanted to use a more obscure example to show you how easy it still is to harvest 25-50 potential siphons.

After clicking on the category of your choice, you'll see a screen like this:

Now you want to go through and open up lots of these into new tabs. Let's start with the first 10. Hold Command + Click each image and it will open into a new tab, again I'm going to do the first 10.

Unfortunately StumbleUpon keeps you native in their url system structure, this isn't a big problem it just changes where you pull your URL from (as an example grab the URL BlogTyrant.com not Stumbleupon.com/BlogTyrant.)

I usually do a surface look at the website first to see if it should go in my spreadsheet. A lot of times with StumbleUpon you'll get content on websites that are NOT related to your niche, this is because people have either submitted it in the wrong category or the site just isn't a good fit. Think about your target audience and think if they would visit these sites. If not, close the tabs out. For example the first site I opened was this:



Definitely not a blog on SEO. I close that tab and move on.

Next tab is this:

So the site looks like it's based on SEO, but just on the surface I can see they have 29 Facebook Fans and don't have a blog. Obviously this one isn't going into my spreadsheet either. BUT it is a resource for SEO websites which is a total jackpot for me. This is why StumbleUpon is good for some categories and not so great for others – it can lead you down a rabbit hole of success (or of wasting time – be careful of that...) But if StumbleUpon isn't working for you, I have other ways to harvest siphons below.

So I'm going to scroll through a few more of these web pages I opened from StumbleUpon and see if they're related, copying those that are into my spreadsheet.

This next one is a jackpot also:

I know KissMetrics already – but from a surface glance, it already is passing some test, number one being that it is a blog related to SEO, number 2 it has good social engagement.

So I'm going to take that URL and copy it over to my spreadsheet. Close this tab out and move on.

URL	Email / Contact Page	Traffic Estimations	Alexa Rank	Notes
http://blog.kissmetrics.com				

Note that when I put the URL in, I remove the StumbleUpon part of the URL. This is good for organization purposes when you later go to contact people at the site.

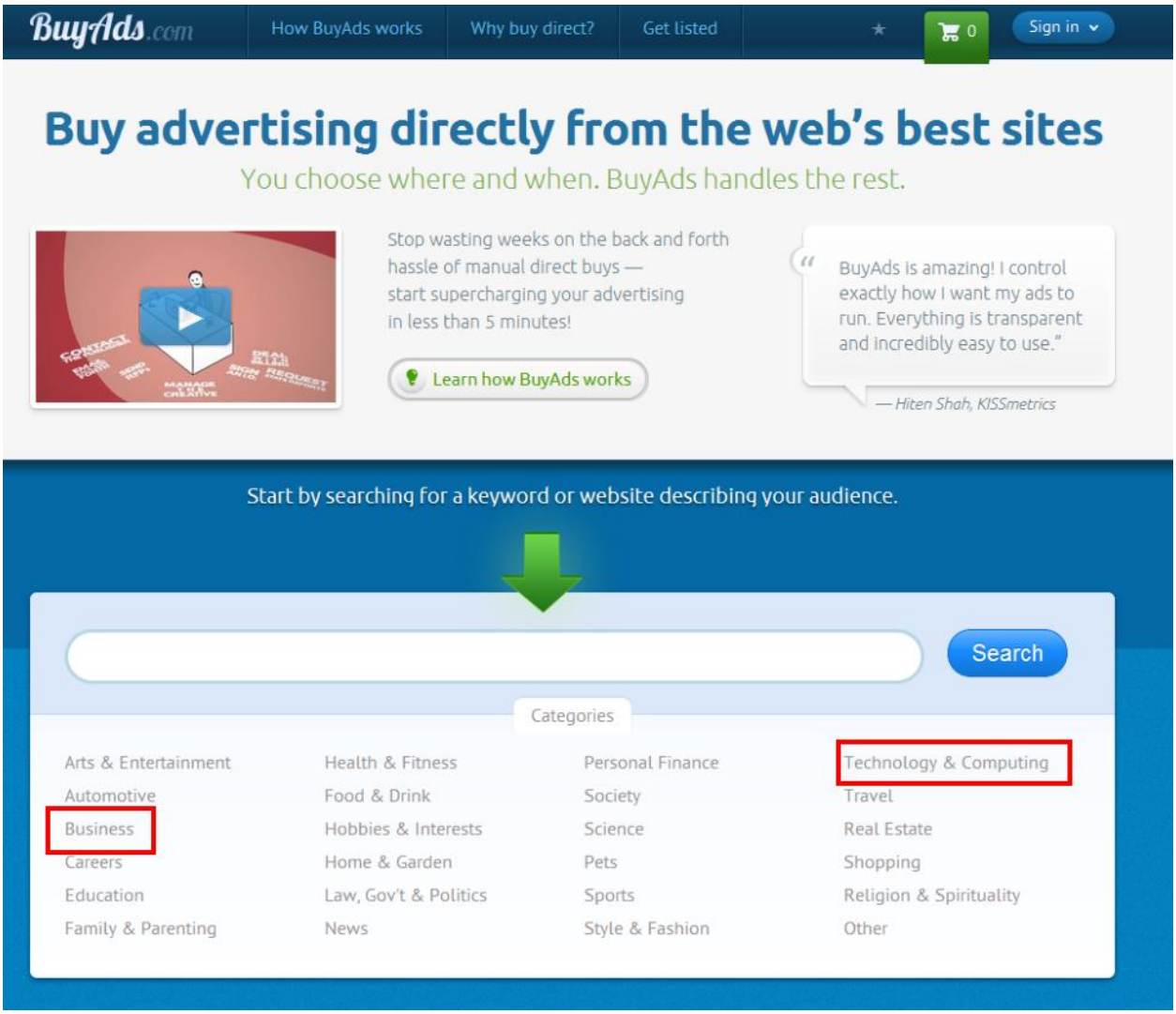
Now I'm going to do this until I've got at least 25 potential websites together. You don't have to do this entirely through StumbleUpon, you can move onto the next ways to harvest siphons, however you want to get at least 25 websites that, on the surface, seem to be potentials based on our 4 critical points.

Continue reading on about different ways to harvest sites through different siphon methods and build up your list. I'd encourage you to try a few as depending on your niche you may not be able to find enough websites through StumbleUpon or any other harvest method alone.

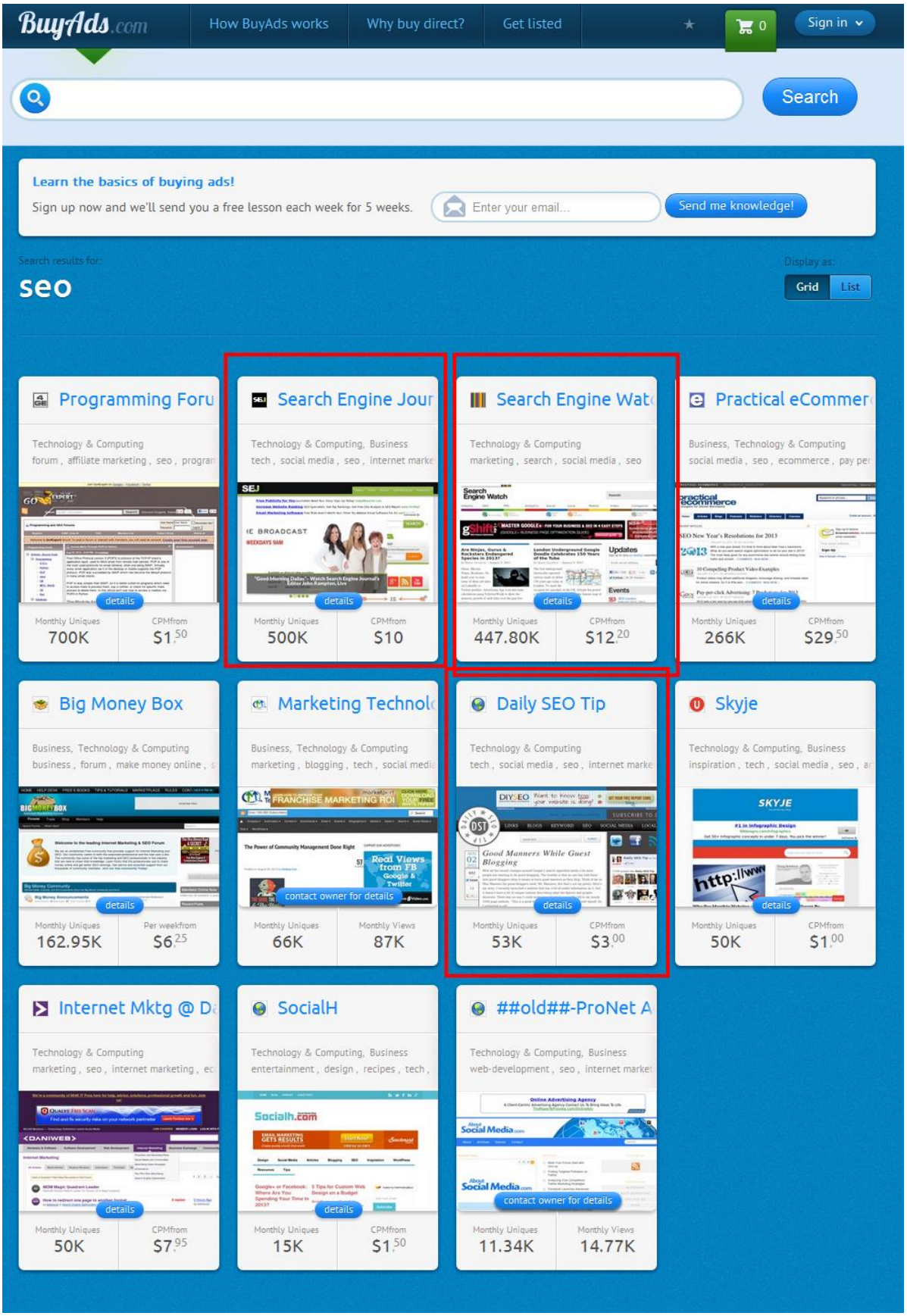
Siphon Harvest 2: Ad Networks

Ad networks are great for a few reasons. Primarily you can sort the websites by niche. You can also get reliable traffic data from the ad impressions and on top of that, almost all the sites on ad networks usually get a good deal of traffic. Essentially someone else has vetted the sites for you. Some of the ad networks I like are BuySellAds.com and BuyAds.com.

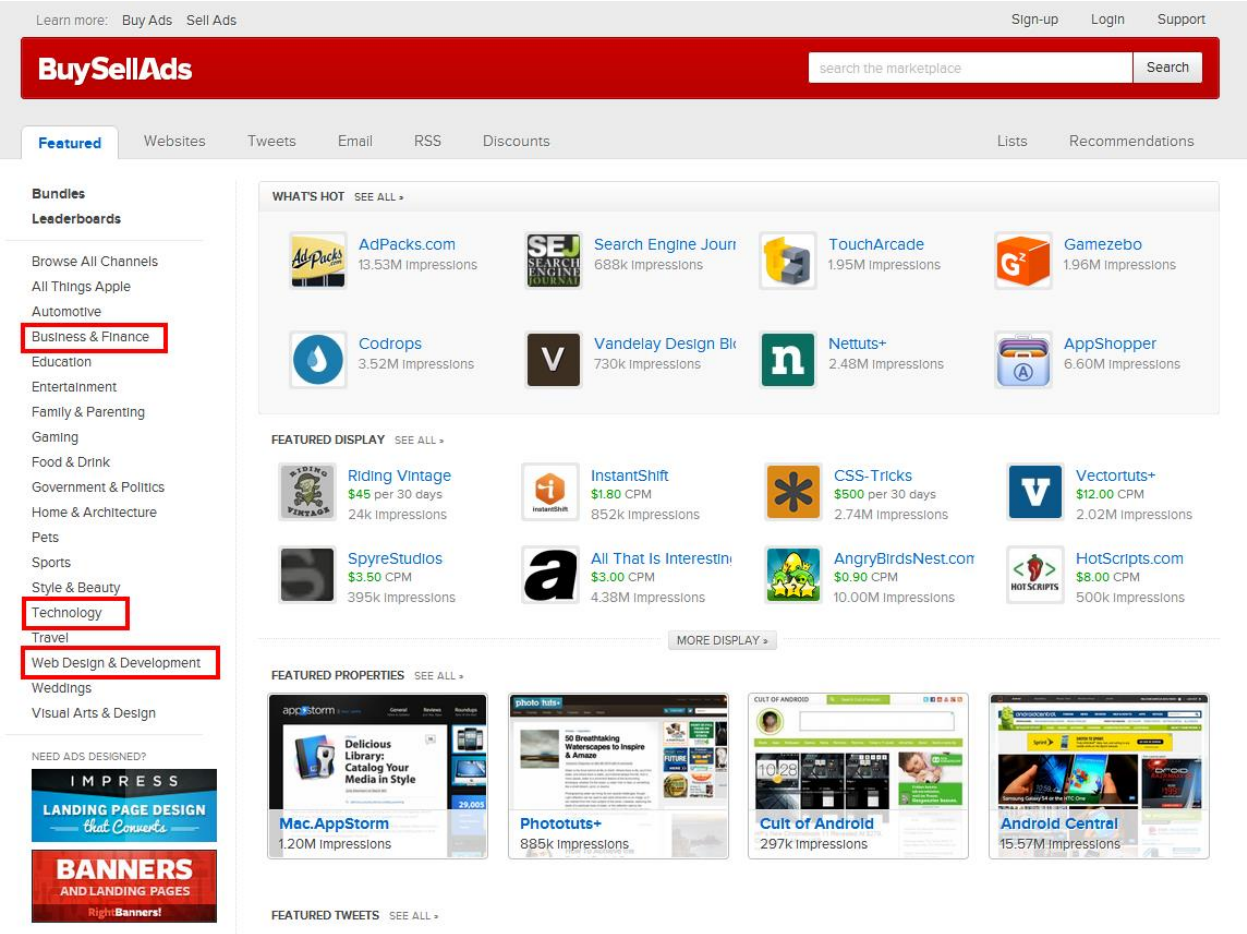
Again we're just harvesting related websites, we're not out to do a full vet of the website. We just want to get a nice healthy amount of websites so we can move to the next stage which is actually weeding out sites that won't work for us. So continuing with my example of SEO, I'm going to head over to BuyAds.com and on the home page you can check out the category options:



I'm going to look into the "Business" and the "Technology & Computing" categories for some sites. Also note the search bar, on BuyAds people can setup tags, guess what tag I'm going to search for?


BuyAds.com
How BuyAds works
Why buy direct?
Get listed
Sign in
Search
Learn the basics of buying ads!
Sign up now and we'll send you a free lesson each week for 5 weeks.
Enter your email...
Send me knowledge!
Search results for:
seo
Display as:
Grid
List
Programming Foru
Technology & Computing
forum , affiliate marketing , seo , progra
details
Monthly Uniques 700K
CPMfrom $1.50
Search Engine Jour
Technology & Computing, Business
tech , social media , seo , internet marke
details
Monthly Uniques 500K
CPMfrom $10
Search Engine Wat
Technology & Computing
marketing , search , social media , seo
details
Monthly Uniques 447.80K
CPMfrom $12.20
Practical eCommer
Business, Technology & Computing
social media , seo , ecommerce , pay per
details
Monthly Uniques 266K
CPMfrom $29.50
Big Money Box
Business, Technology & Computing
business , forum , make money online ,
details
Monthly Uniques 162.95K
Per weekfrom $6.25
Marketing Technol
Business, Technology & Computing
marketing , blogging , tech , social medi
contact owner for details
Monthly Uniques 66K
Monthly Views 87K
Daily SEO Tip
Technology & Computing
tech , social media , seo , internet marke
details
Monthly Uniques 53K
CPMfrom $3.00
Skyje
Technology & Computing, Business
inspiration , tech , social media , seo , a
details
Monthly Uniques 50K
CPMfrom $1.00
Internet Mktg @ D
Technology & Computing
marketing , seo , internet marketing , ec
details
Monthly Uniques 50K
CPMfrom $7.95
SocialH
Technology & Computing, Business
entertainment , design , recipes , tech ,
details
Monthly Uniques 15K
CPMfrom $1.50
##old##-ProNet A
Technology & Computing, Business
web-development , seo , internet marke
contact owner for details
Monthly Uniques 11.34K
Monthly Views 14.77K

A couple of those sites stand out to me (as highlighted in red above) so I'm going to add them to my spreadsheet and move on to BuySellAds.com. Also note: I put "buyads" in the notes box in my spreadsheet so that when I want traffic data later I can head over to BuyAds.com and pull that data from there! Easy.



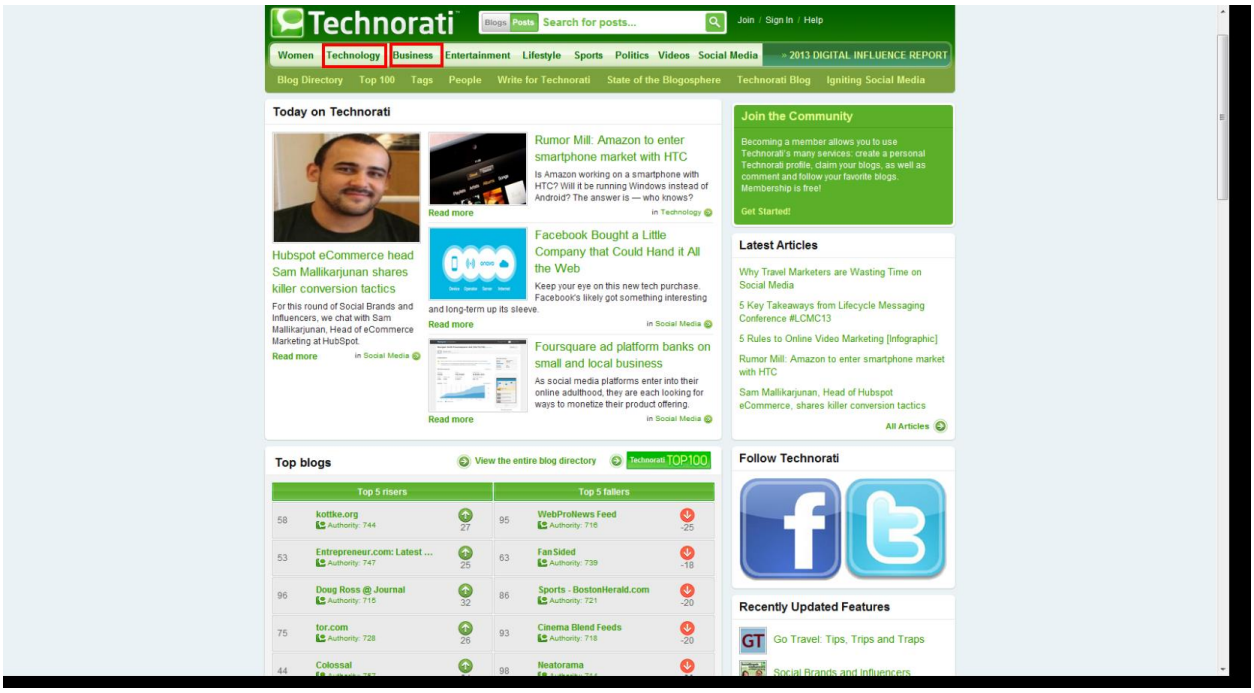
Right on the BuySellAds homepage I can see a few categories that relate to sites in my niche, "Business & Finance" "Technology" and "Web Design & Development"

I'm going to spend some time browsing through these as well, doing a surface evaluation and putting potentials in my spreadsheet as we did with BuyAds. Also note the search box at the top – again, I'm going to just search for "SEO" and see what returns I get.

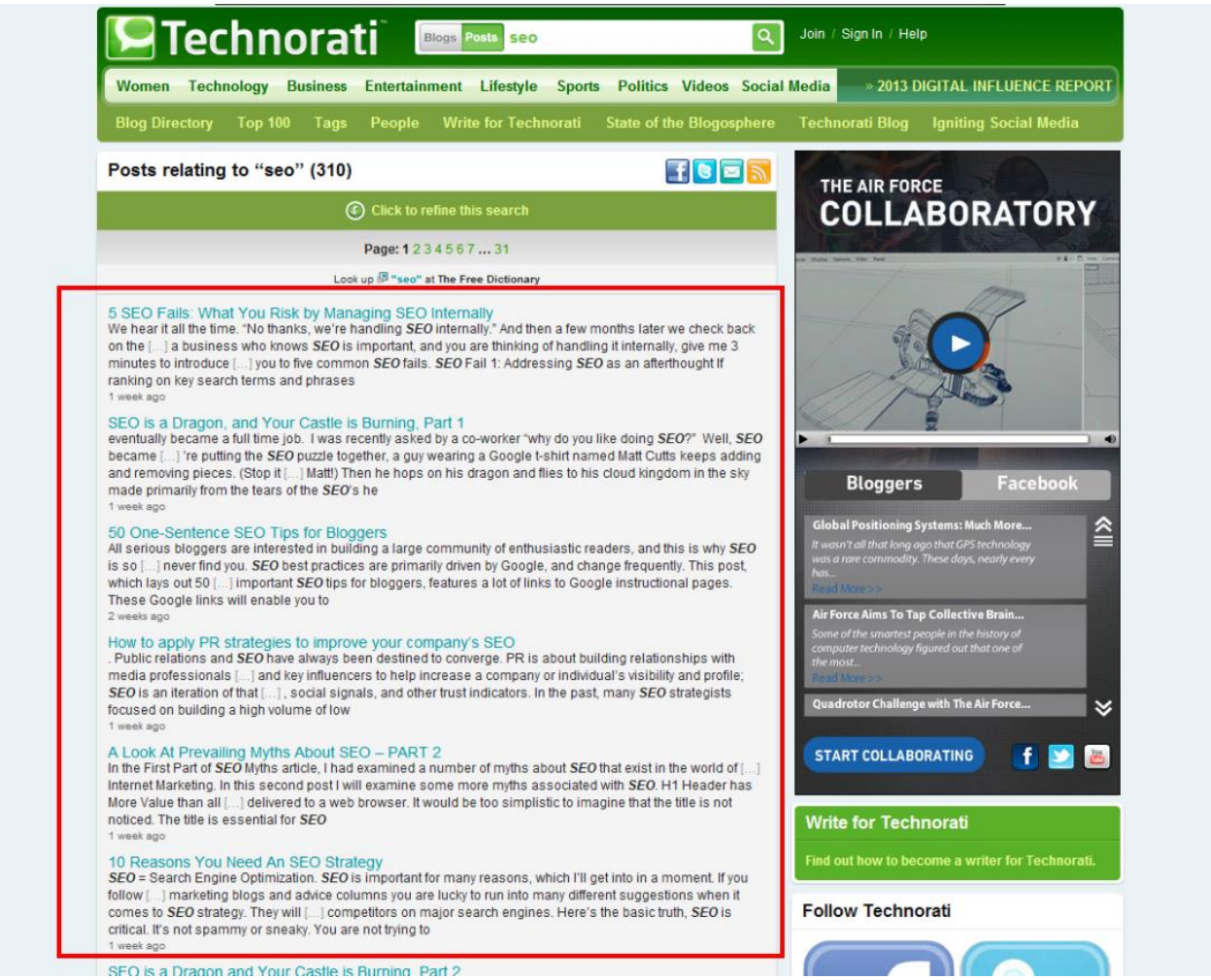
At this point you should have a good deal of websites ready to evaluate. Remember you don't need to do all of these tactics to find blogs to siphon from, you may want to try one or the other. Get a list of at least 25 and then we'll move forward. Note that it's important to learn all of these tactics though as they'll help you if you run into a road block later. Plus I've got nuggets of wisdom buried all over.

Siphon Harvest 3: Blog Aggregators

Blog aggregators are a great way to find lots of blogs you've probably never heard of, but that get very large amounts of traffic. My favorite for this is Technorati.com. With Technorati you can essentially search the top blogs in any niche. Sure the top 5-10 you may already have, you may not. But once you start getting deeper into that list you'll notice lots of blogs you don't have in your spreadsheet. For my case I'm going to head over to Technorati.com and at the top check out the "Technology" and "Business" categories.

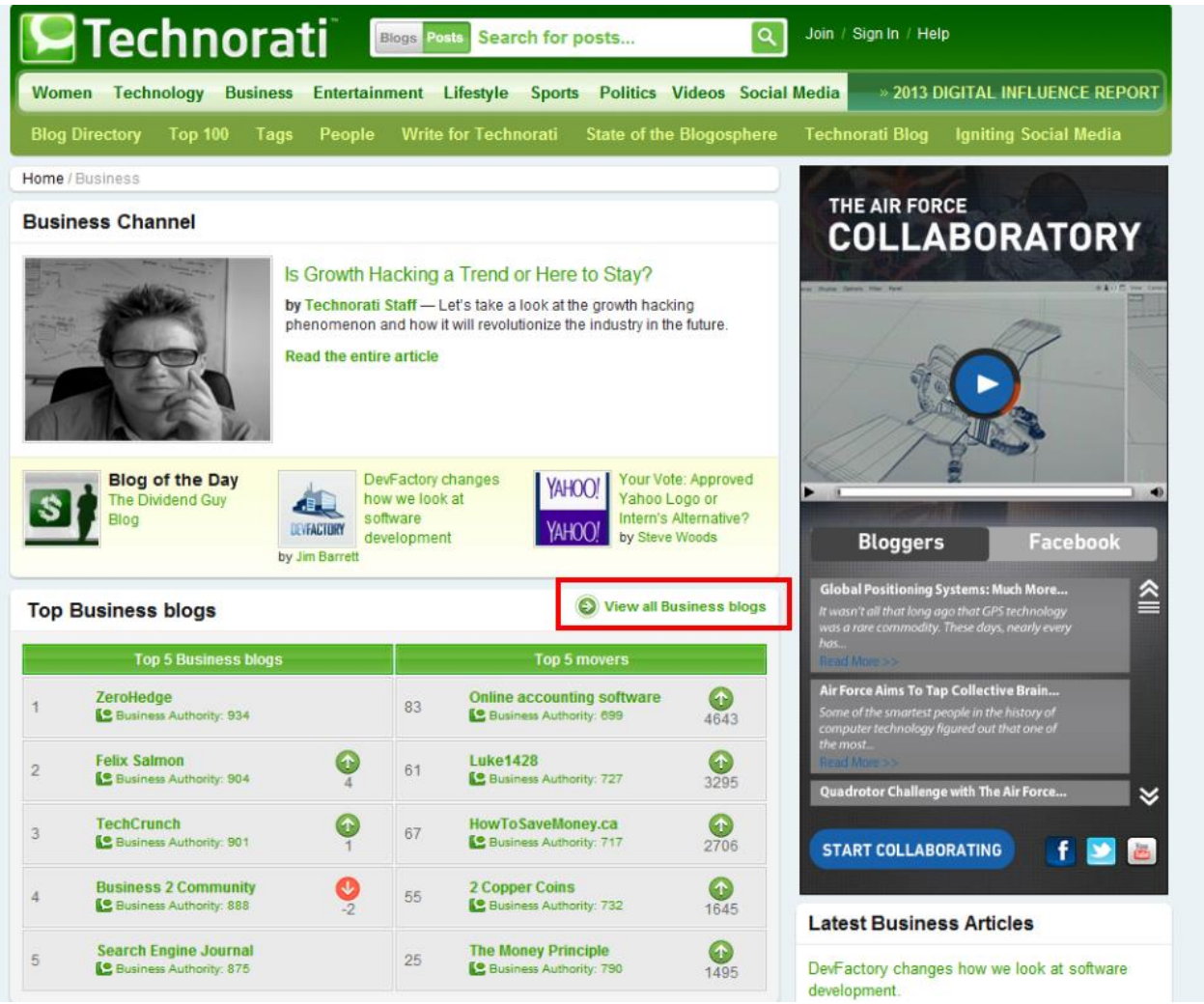


And as always, I'm also going to perform a search for my niche, "SEO" and see what that returns. The search feature on Technorati actually searches for post, but in my case that works very well still:

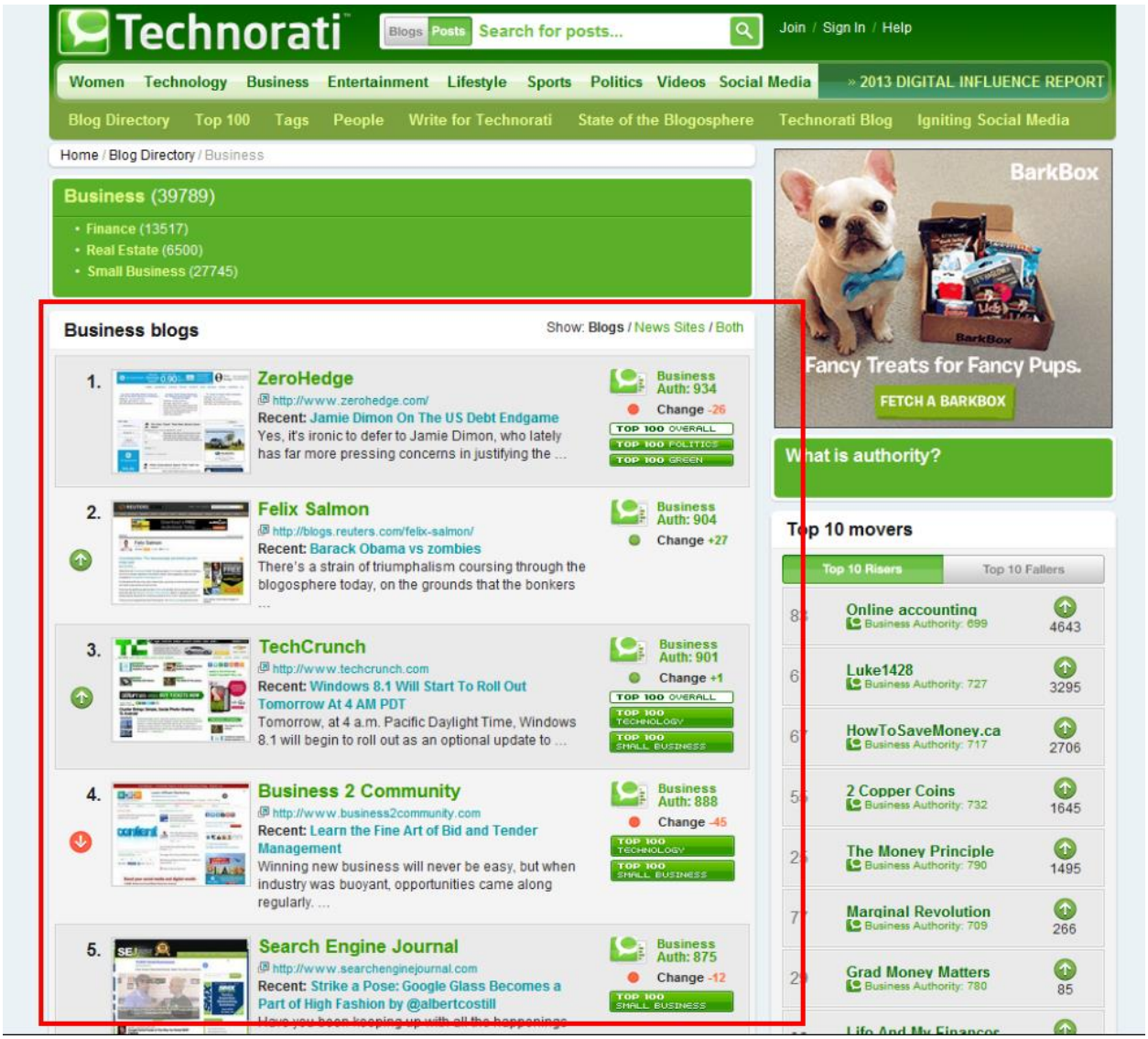


All of those post are gold! I'll open each in a new tab and now I have a nice pool of websites to pull from, sites that **I KNOW** post content related to SEO.

Don't forget about those categories though! For example, under the "Business" tab you'll see the top business blogs on the web. But that's not all, click the "View All Business Blogs" (or whatever your category is) and you'll see an extensive list to pull from:



Which bring up the following list:



And that list goes on for pages. Do a quick surface scan and add more related blogs to your spreadsheet.

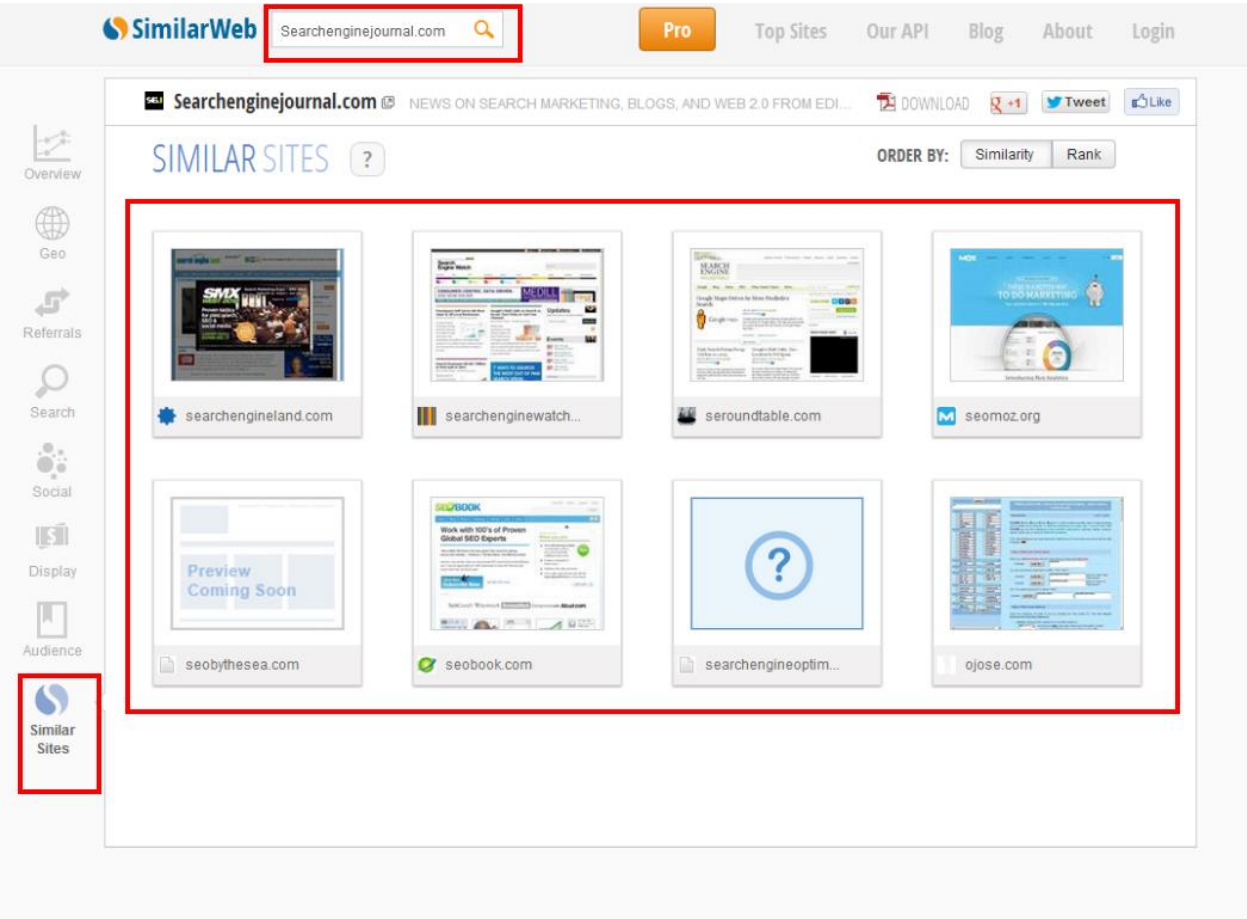
By this point you should EASILY have 25. I could grab 25 from either of these methods in about 10 minutes, if you've done a couple then you should have 25 without a problem. You can grab more, remember you're building a long term list of traffic siphons. And once you use 1 siphon doesn't mean you can't use it again (more on this later) so getting 50 or 100 won't hurt.

Siphon Harvest 4: Similar Web

The final tool I want to introduce you too is SimilarWeb.com. Similar Web is a great tool we'll be using for analytics in a minute, but right now we want to use it for its indexing system which also indexes sites *similar* to the site you input.

Head over to SimilarWeb.com and put in a great example of the kind of website you want to setup a siphon on. In my case I'm going to put SearchEngineJournal.com because it's directly related to SEO, not business or technology.

After searching, click "Similar Sites" on the left and you'll see sites related to your input site. In my case, I'm seeing a couple I didn't have on my list, or haven't even heard of! How great is that? I'm going to open a couple up and put them in my spreadsheet. Then I'm going to repeat this process with a couple other websites on my list and see what comes up.



Similar Web is a fun tool that has lots of neat data to look at – in our case it's a great way to not only vet sites but also find other sites in our niches.

Completing Your Harvest

Wow. How does that feel? You should have a nice little stockpile of sites to reference. That may have taken you 5 minutes; it may have taken you an hour. Hopefully not too long because we're not done. Even if it did, don't worry you'll speed that process up as you progress. Now what we're going to be doing is a bit more vetting of our sites to complete stage 1. After stage 1 you will have sets of sites that meet all the criteria mentioned previously.

So let's take a look at my current list, you should have something similar:

URL	Email / Contact Page	Traffic Estimations	Alexa Rank	Notes
http://blog.kissmetrics.com				
http://www.searchenginejourna				buyads
http://searchenginewatch.com/				buyads
http://dailyseotip.com/				buyads
http://venturebeat.com/				buyads
http://www.searchenginejourna				buysellads
http://www.webrankstats.com/				buysellads
business2community.com				
http://thenextweb.com				
searchengineland.com				
www.jeremymorgan.com/blog/				
http://topics.dirwell.com/tech/				
http://moz.com/				
http://www.shoemoney.com/				
http://www.copyblogger.com/				
http://www.seobythesea.com/				
http://www.socialmediaexamine				
http://www.seroundtable.com/				
http://seogadget.com/				

Next we start weeding through these to look for a few things. We want to make sure and hit our 4 critical points, which have been summarized below so you don't have to jump back up:

Critical Point #1 – Website Layout

Critical Point #2 – Social Engagement

Critical Point #3 – Comments

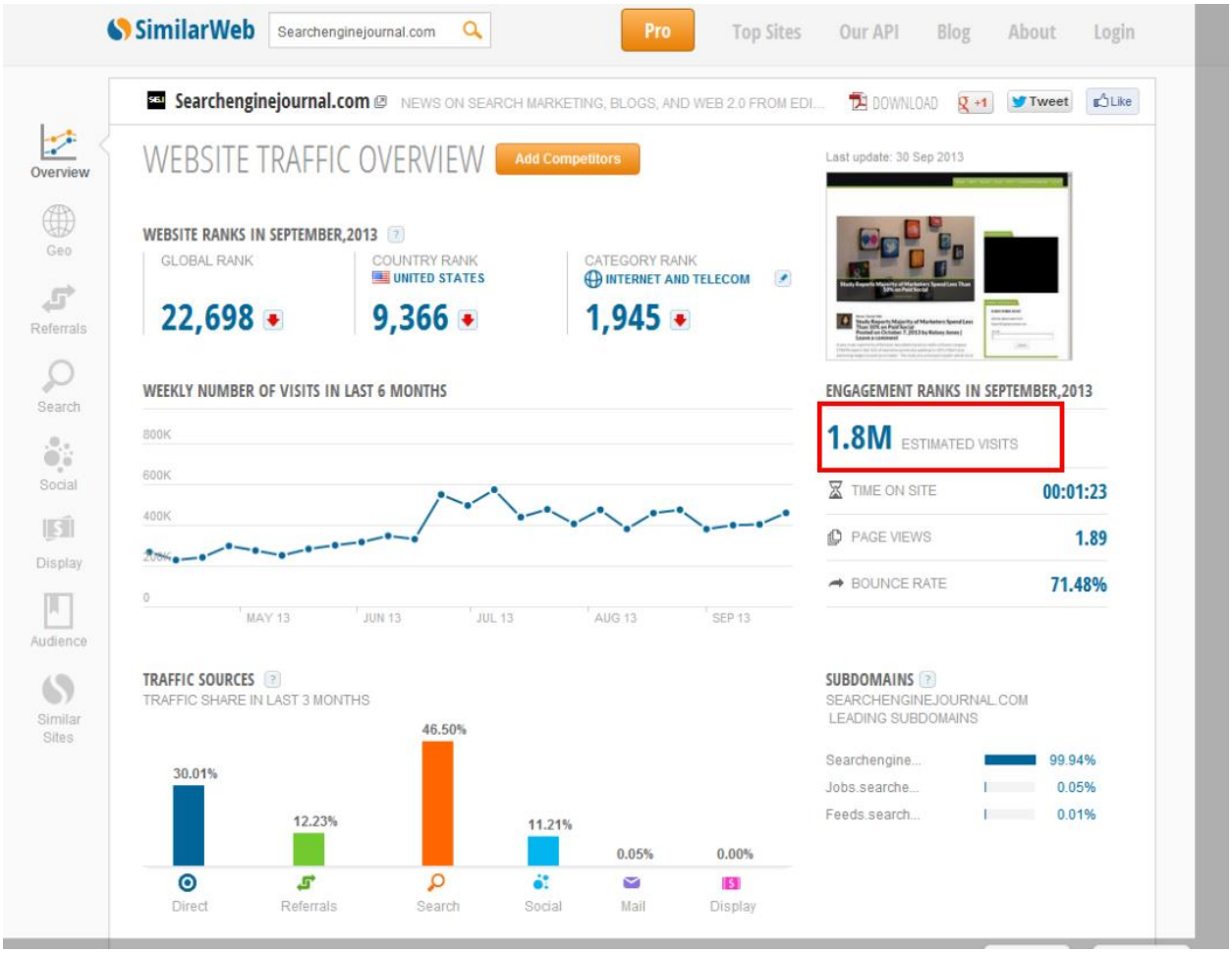
Critical Point #4 – Content

Critical Point #5 – Traffic

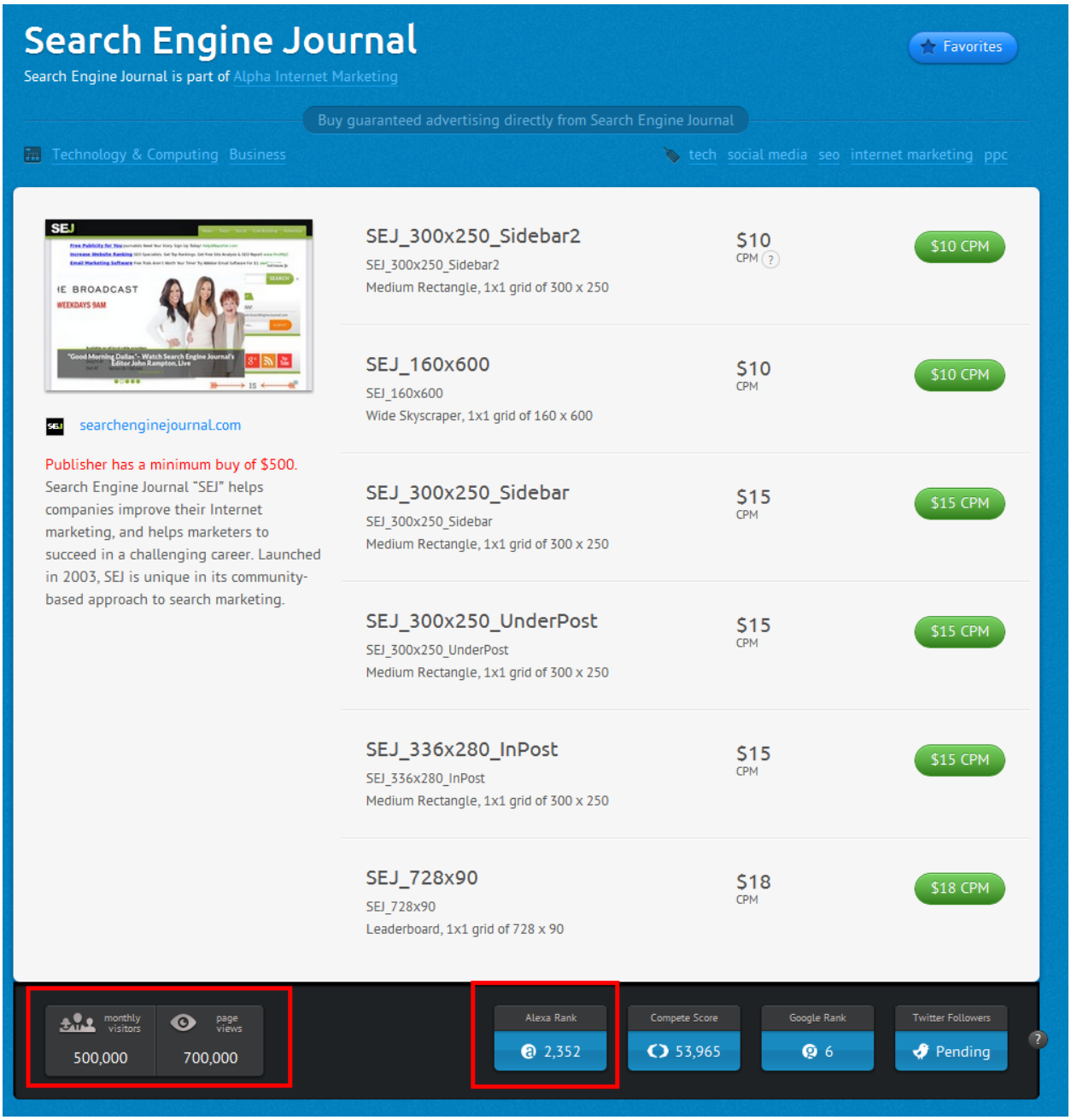
Once you get better at spotting quality websites (some of you may be good out of the gate, some may need some practice) you will be surprised to find that MOST of the sites you pick in your initial harvest will match your criteria. But we still want to make sure that there is potential in these sites beyond just being in your niche.

Next what I like to do is an Alexa Rank Check. Alexa is an arbitrary way to rank websites. It's not rooted in firm traffic numbers but it is a general guide. I do admit it is very flawed though. It is heavily skewed towards technology sites as it requires people have the Alexa toolbar installed on their browser, generally people who have this toolbar installed are more techy, but not always. For example I have 1 site that's in the interior design niche and gets 100k visits per month, yet still has a 600k Alexa! Then I have another site getting 4k visits per month related to web business – it's around 90k on Alexa. So by no means is it a perfect tool, but it does help complete the picture.

I am usually looking for "ideally" sub 20k on Alexa. I'll completely ignore the Alexa number if I have actual traffic data (from an Ad Network) but for sites I don't have traffic data from I like to use Alexa and SimilarWeb as a baseline, although even the traffic data from SimilarWeb is usually spotty at best. To check traffic data in Similar Web, head over to SimilarWeb.com, paste in your website and take a look:



Similar Web is saying that SearchEngineJournal.com got 1.8M visits – although their ad network says they get 700k visits. Quite a discrepancy. Either way, it's a win in our book. Let's check their Alexa, conveniently this is displayed in BuyAds.com:



So SearchEngineJournal.com has an Alexa Rank of 2,352 and gets 700k pageviews. Definitely a good sign. Let's take a quick glance at the site and see if they have a good deal of social engagement.

51k Facebook fans and decent amount of shares on their actual articles. Not bad. Everything looks good on SearchEngineJournal.com except 1 thing. Can you spot it? Try looking for yourself to see if you can figure out what would be a deterrent for us.

News, Search Engines

Just Launched Google Media Tools Aims to Help Journalists

Posted on October 16, 2013 by Kelsey Jones | Leave a comment

The Google+ for Media: ATL Summit brought some big news today, as Google announced its launch of Google Media Tools, a website designed to help journalists find all the available Google tools they can use for research, organizing stories, and even getting found online. Google mentions the following services they provide that are useful to [...]

News

Strike a Pose: Google Glass Becomes a Part of High Fashion

Posted on October 16, 2013 by Albert Costill | Leave a comment

Have you been keeping up with all the happenings from the New York Fashion Week? Didn't think so. But, no worries. We weren't really paying attention either until we saw what one of the biggest trends going on around the Lincoln Center happened to be. If you're not one for guessing, we'll just spill the [...]

SEO

*Conversion Testing Not Included

Posted on October 16, 2013 by Stoney G deGeyter | 1 comment

I recently had a discussion on the age-old topic of rankings vs. conversions. While the gentleman I was conversing with agreed that SEO is more than just an exercise in getting rankings—business growth does matter!—I did find it odd that he wasn't a believer in conversion optimization. One of the hazards of being in an [...]

Online Reputation Management

Reputation Management is on Google's Radar. What Now?

Posted on October 16, 2013 by Carmen Rane Hudson | 3 comments

In the past, Google hasn't talked much about online reputation management (ORM). But Matt Cutts recently addressed ORM directly in a video. Watch it below. These warnings are, of course, centered around link building tactics that are meant to push particular items to the top of Google's search results. For those who did not watch, [...]

LOTS of post daily. In fact that's only about half. Bummer. BUT I'm still going to contact them. The reason is because the site is so similar to my niche. Now had this site not been directly related? I would have to rethink it. But with 700k pageviews directly in the SEO niche, I really can't afford NOT to reach out. That's a potential 20k people PER DAY reading my content, if I could only siphon a fraction of a percent of that I'd be golden. And that's just from 1 website.

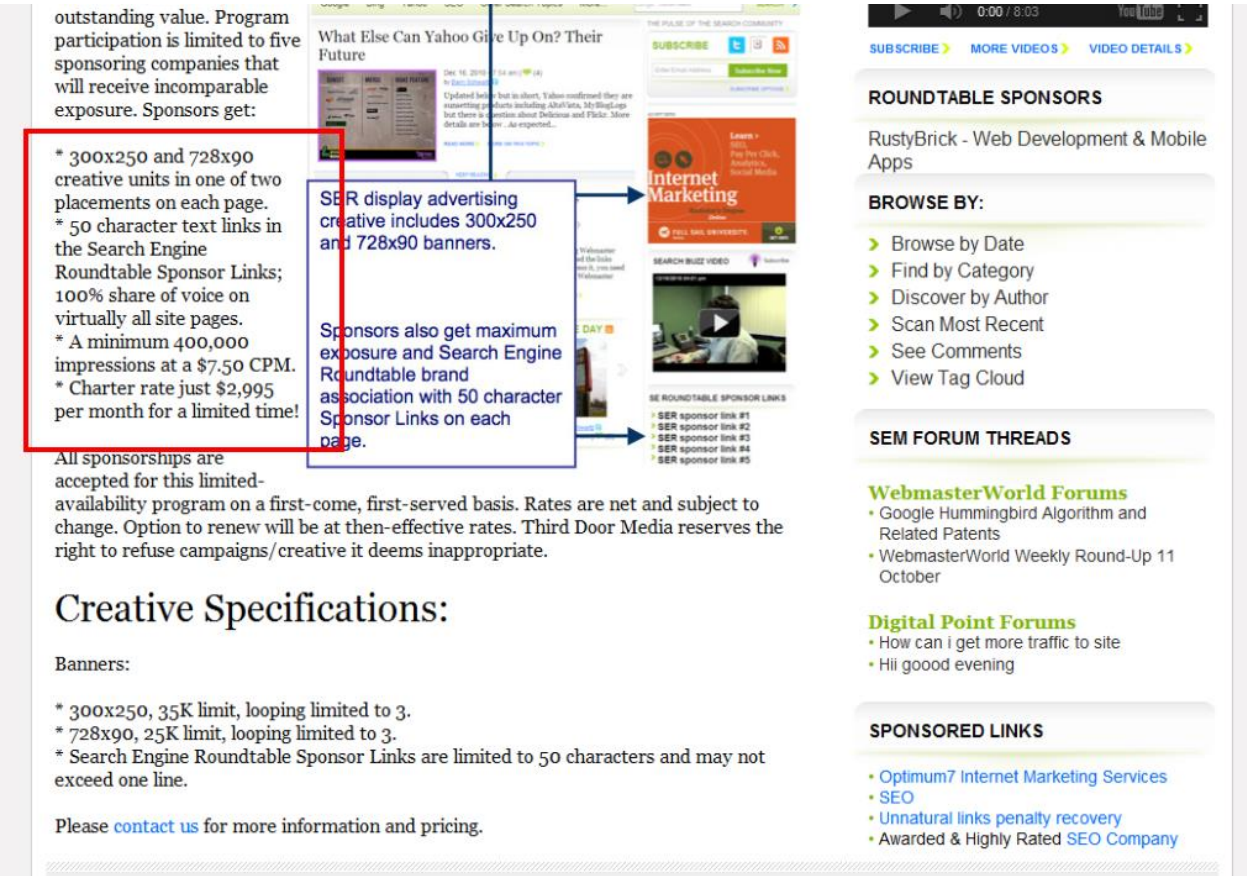
Are you starting to see the potential here?

Bam. Moving on to the next on the list.

Go through your list and vet your websites accordingly. You may have to drop half or more due to one reason or another. But remember, we want traffic, we want engagement, we want comments, we want infrequent post. If you can get 3 out of 4 of those, it's almost always worth it to setup a siphon on their page.

Spend time going through your list, remember to use tools like ad networks, Alexa and SimilarWeb to get an idea for traffic. If you found a site not through an ad network, you can still look and see if they're part of an ad network or if they have traffic numbers posted on their advertise page (in many cases they do as people will use this as a reference when they want to advertise.) You'll sometimes have to sleuth around a bit, but it doesn't take long once you know what to look for.

One example of this is SEORoundTable.com – I found the site through SimilarWeb and they're not affiliated with an ad network, but clicking "Advertise" at the top brings up some interesting information:



They have normal information regarding banner placement and contact information, but also it says a minimum of 400,000 ad impressions must be purchased. Even though they don't give specific traffic numbers (they request you contact them for that which I don't think is necessary) they do require you purchase lots of impressions and have an Alexa rank of 1,807. Definite winner.

Congratulations!

You've completed the first stage! You now should understand what makes a good siphon, the next steps are setting up your siphon. Finalize your list before moving onto the next step. This means vetting the rest of your sites. If you find a site that may not work for this particular niche, but will for another, save it, you never know what you'll be promoting. I use 1 master spreadsheet for all my potential siphons. I've built it over the years and it is invaluable to my online marketing efforts. Start building up your spreadsheet as well.

Another Note To Make Your Life Easier: If you find that you don't want to do this first step, I eliminate it completely by giving you a spreadsheet with hundreds of done for you siphons with their rankings and the contact information to setup your own siphons. They're also broken down into different niches so you can get started RIGHT NOW if you don't want to harvest your own siphons and just use my personal list of siphons I've grown over the years. This isn't NECESSARY (I show you how to find your own below) but it does speed things up and give you some killer siphons that get hundreds of thousands up to tens of millions of pageviews per month. If you're interested in checking it out you can do so here:

http://15minutetrafficsiphon.com/dfy/

Content, Content, Content!

Now you know where you'll be setting up your siphons. Spending a good deal of time finding the right places to setup siphons is critically important. But just as important is the kind of content you'll be siphoning traffic from. **The role the content plays is the most important aspect of this entire process** because if the content is subpar, not only will the blogs be reluctant to post it, the traffic will have no reason to click through to your website. Don't spend all your time getting great leads for siphons and put poor quality content up.

You may be wondering, "Wait I haven't even talked to these blogs? Who says they'll want my content!?"

That's all part of the strategy. I prefer to go to my blog owners WITH content, give them a few headlines to choose from and then bait them that way. It also cuts down on back and forth time in conversation. It means you give them options, they say what they want, you send it to them and that's that.

2 Emails.

But more on that later.

You need to understand HOW important the quality of the content is. There are 2 aspects of content quality you must understand.

#1: The Amazing Title

The title is so important in blogging. It's important to get the blog owners to be interested enough to want the content and it's important to get the readers of the blog to actually click on, read, and ultimately end up on your website. I'm going to give you some title examples in a minute for you to get a good feel for what we're going after.

#2: The Amazing Content

Once you've baited them into reading with a killer title, you need to back that up with killer content. Not only does the content need to back up the title, but it needs to be VALUABLE content. You absolutely CANNOT do generic articles like "How To Pack For Your Next Vacation." You need to do very specific niche related content. If we're talking about travel, instead of writing about how to pack for your next vacation, write specific information about what clothes to pack that can be multiple use or how to roll your clothing to save space, not "hey don't forget the toothpaste." That's not quality content, people know that crap. No one wants to read it. Blog owners don't want it on their websites. Be VERY specific, pick something specific in the niche and write about it, no generalities about the niche.

You need great titles and great content. But you probably don't want to write it do you? Some of you may be on a financial crunch and be writing your own content. That's fine. I used to also. I personally outsource all my content with iWriter - they have a killer system setup, great pricing and you can REJECT articles that are poorly crafted and not up to par. That's huge. Only pay for quality content and on top of that they have a great system for actually managing all your content request, which is good if you're driving traffic in multiple niches or are scaling this up with a lot of siphons. I can't recommend iWriter enough. If you're not a member over at iWriter, check them out

Some of you may have writers already and that's fine. But remember, they have to be top quality. If you have semi-poor quality writers (which I'm sure a lot of people do, myself included) they're NOT the ones to use for your siphons. This is critically important and can make a difference between getting 5 clicks on your siphon per day and getting 50 clicks . So spend $3-$5 more on your writer – it will pay off IN SPADES down the road.

I ONLY use Elite writers at iWriter – that means they have between 4.6-5 stars ONLY. What that tells me is that they can not only write with perfect English, but they can also craft well written engaging content in multiple niches.

Next I'm going to show you some examples of great content and how you can get that content from a writer easily. I'm going to give you a writer template I've used for years that you can plug into iWriter and get the same sort of quality back without worrying about "hiring" someone or going through a long back and forth process, vetting potential writers. You can hand this entire course over to an outsourcer and they can "hire" your writers as well by using my template.

Since you'll be using Elite level writers, they can generally come up with content ideas themselves, that being said I still give them specific details on the niche and the type of content I'm looking for by showing them some creative content titles. To do that I generate 5-10 great titles of content that I would want to read more about if I was interested in the niche.

How do we do that?

We go over to StumbleUpon and find our niche again! StumbleUpon is a great research tool. Even if you're planning to write the content yourself, use StumbleUpon to come up with some great content titles that will help inspire you in your niche.

Jump over to StumbleUpon and look for some title examples. There are LOTS of great titles, if I was looking to setup an SEO siphon I would use:

- How to Use Game Mechanics to Improve Your SEO
- Do You Make Any of These 10 Simple SEO Mistakes?

- 5 Steps to Make WordPress an SEO Beast
- 3 SEO Success Factors for 2014
- How to SEO if You're Not a Guru
- Learn The New Google Rules For Author Recognition Before You Get Slapped!

How interesting are those? Don't you want to read more about them? I bet you do. And you can bet that the blog owners will also, as will their readers.

Those took me less than 1 minute to generate from StumbleUpon. Make note of them and if you're writing your own content, GET STARTED! I'm not going to go into detail about how to write content because this course is on traffic generation. I want to keep it on that. There are tons of resources out there on content writing.

If you're using iWriter or another writing service, here's a great template you can use to ALWAYS get quality content, make note of the areas in **RED** as those are areas you'll want to change relating to your niche/category.

For those of you in iWriter, click "**Get Content**" up top and then here is a template for how I fill out each section (I put some notes in *italics* but those don't go in the descriptions, just to clarify to you.)

WRITER CALLOUT TEMPLATE:

Project Type: Have Articles Written

Project Description: Content Around **SEO**

Category: **Computers and Technology** (*choose an appropriate category for your content*)

Article Length: 700 (*I always do a minimum of 700 words – it takes that many words to get good content out, sometimes 1,000 words*)

Article Language: English

Submit To: Elite (*ALWAYS do Elite – yes they're more expensive, but the quality is worth it – you'll get more traffic*)

Price Per Article: $12.5 (*Yes it's more expensive than you may be used to paying, but how much would you pay for SEO, PPC or other means of traffic? This $12.5 could mean 5,000 quality visitors per month. You can't get that much traffic ANYWHERE for that price*)

Keyword(s): (*This is where you should just put in "Article 1" "Article 2" etc. for how many articles you want written. I do it like that as it allows my writers to write at will and generate their own titles*)

Total Project Cost: (*This is automatically generated based on the number of keywords/articles and the price per article you're paying*)

Writing Style: Friendly tone

Article Purpose:

I am putting in a request to find very skilled writers who can write USEFUL content for a popular blog on **SEO** - Please See Special Instructions for more details.

Special Instructions:

The blog has the utmost quality standards and even the slightest poor hint of poor grammar will be rejected.

The article should be:

1. Useful for people who are **interested in SEO or website owners**

2. Have a killer title, the title must be link bait. If you can't write a good interesting title that makes people WANT to read the article, don't bother trying to write for us.

3. Perfect Grammar.

4. Provide very specific tips and tricks regarding **SEO** – NOTHING generic, I want specific information from people who are familiar with the niche, not vague beginners tips and "overviews" – that kind of content WILL be rejected without request for rewrite so don't waste either of our time.

We have strict standards BUT if you meet our standards and get your content accepted there will be many more gigs just like this one for you, consistently paying very top dollar if you can produce top quality content.

You need to be able to generate your own content ideas. If you cannot do that, DO NOT accept the gig. If you know the niche well and can write engaging USEFUL content, this is perfect, otherwise – find another gig as I'll reject poor quality or boring content.

If you're looking for some ideas for the type of content we publish here are some titles to get your wheels spinning:

How to Use Game Mechanics to Improve Your SEO

Do You Make Any of These 10 Simple SEO Mistakes?

5 Steps to Make WordPress an SEO Beast

3 SEO Success Factors for 2014

How to SEO if You're Not a Guru

Learn The New Google Rules For Author Recognition Before You Get Slapped!

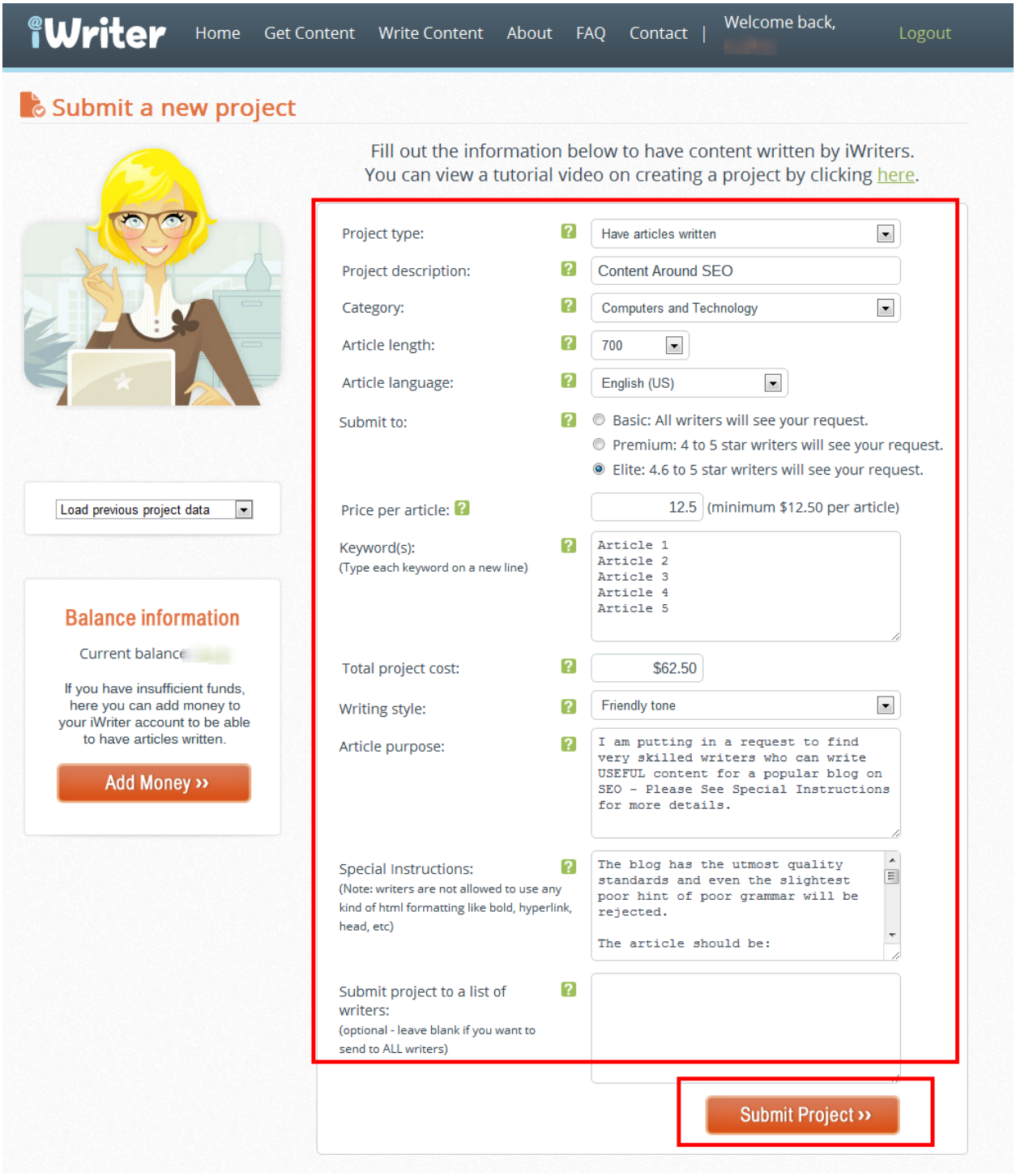
That should be enough to get you going. If you like writing about travel this can turn into a long last gig for you.

Again I expect similar style of content. There will be some writers that will be good at this kind of writing, some that won't, please don't waste both of our time if you're on the fence. The content MUST be useful for people involved with **SEO** – PLEASE no generic "overview" type of content, again, it will be rejected. We want specific information.

Thanks!

Submit Project To A List Of Writers: (*I leave this blank if it's my first time in a new niche, I do have specific writers for each niche but if you haven't submitted content before, you want to put it out for everyone first*)

Whew! Look at that! Just replace the stuff in red and you have everything you need to get TOP quality content.



But how much content do you need? This will vary on your budget and/or your niche. I usually try and get at least 10 pieces of content. Now when I'm moving into a new niche I'm usually getting 25 pieces of content up front because I like having a "stockpile" of content and I can just tap my siphons. 25 pieces of content

may seem like a ton of content and it is. And it is expensive. But those 25 pieces of content can mean 10,000+ LASER TARGETED niche visitors per month. I've been flipping blogs in the high $X,XXX and low $XX,XXX range with traffic from siphons. It's worth it. What would you do with 10,000 leads if you had them? You absolutely CANNOT buy cheaper traffic. And any traffic you "buy" will be rubbish traffic or it will be very expensive. We'll get to that later. If you're just starting out and just want to experiment, try and get at least 5 pieces of content together, it will allow you to test out results on 5 siphons.

After submitting your content, you will usually start to get content back within an hour or so, and it will all be done within 12 hours (another GREAT thing about iWriter – many times it's all back within the hour.) It's time to head over to iWriter and read/approve the content!

If you're unfamiliar with iWriter, when content has been written you'll get an email with instructions on approving content. It's very straightforward. Read the content, make sure the titles are as killer as we want them to be, approve the content and download the content. Easy as that. Before moving on to the next step, make sure you have all your content back. You'll need it to make contact! Once you have you content back…

Congratulations!!

You're in the final step of setting up your siphon!

Making Contact

Now it's time to put all our hard work into place. By this point you should have at least 5 pieces of extremely high quality content with killer titles. You should also have at least 25 leads for where that content will go. If you're missing either of those – go back and get them before moving on. Having the content ready and knowing where it's going to go is critical to ensure you leverage your time.

Now what we're going to be doing is contacting these blog owners about potentially sending them some killer content. Before we get to that read this blog post:

How Not to Ask About Guest Blogging

It's a great insight from an owner of a site, who gets solicited for guest post constantly. We're going to do everything we can to ensure we don't end up like that guy and are on these website owners' radar.

There are 2 steps to this phase.

Step 1: Finding the Contact Info

Step 2: Sending the Email

Let's go over finding the contact information.

Seems simple enough right? Well finding the contact info certainly is. It's time to head back over to your spreadsheet and start with the first site. Open it up and then you're going to be looking for contact info, ideally specifically related to guest posting. Some sites will have a "write for us" or "guest posting" tab/section on their website, some will merely mention it on the contact page. Some won't mention it at all. I'm not going to go over too many specifics of how to find this information on a webpage, most of you will be educated enough to figure out how to search a web page, I usually start with a CTRL + F and look for the keywords "contact" – that usually gets me in right direction. If you're struggling, look in the footer or look for "advertise" type of pages – those usually have contacts on them as well.

Once I find this contact information, I make note of the email or the submission form in my spreadsheet as well as their name. In the post above from Jeremy Morgan – he specifically says how important it is to mention names. I've also found this to be true. Once I've found this information I move onto the next blog in my spreadsheet, doing this until I've made it through the entirety of my list. If you cannot find information regarding contacting them (rare but happens) delete the site from your spreadsheet and move onto the next one.

Sending the Email

Ughhhh emailing! What a nightmare! Yes this is the most tedious/boring part of setting up the siphon. No it doesn't take long though. I recommend, as Jeremy mentioned previously, that you have a name of your contact and that you write something simple about the site, maybe just 1 line.

I prefer writing all my solicitations in an informal tone versus the normal

"Dear Webmaster blah blah blah"

I'm not going to give you a template for this for 1 specific reason. Everyone would just copy it. I don't even have a template, I do have a few lines I'll recycle, but I change things up frequently. Once you have the contact information for all your prospects it will only take about 15-20 minutes to send out emails to all of them.

Another Note: **INCLUDE YOUR CONTENT TITLES**

This is of paramount importance. By giving them those killer titles you had created, they'll be on the hook. They may want to read the content themselves, either way you'll stand out from the crowd.

Here's an example if I was to solicit a guest post on Jeremy's website:

Jeremy,

What's up man? I've been following you over on your blog and wanted to reach out because I'm also a huge SEO advocate and writer myself. I run a site over at MYSEOSITE.com and would love the opportunity to get some exposure for my blog by sending you a few pieces of content to put up in exchange for a link back to my blog. It's only top quality stuff here – things your crowd would enjoy.

Here are a few pieces of content I've written and have ready to go:

- ***How to Use Game Mechanics to Improve Your SEO***

- ***Do You Make Any of These 10 Simple SEO Mistakes?***
- ***5 Steps to Make WordPress an SEO Beast***
- ***3 SEO Success Factors for 2014***

Which one(s) would you like to look at? I can send it over immediately.

Keep up the stellar work with the blog,

Safe Travels!

Mike from MYSEOSITE.com

Informal, to the point, complimentary and I directly ask him which piece of content he wants. I'm also clear with my intentions; I want a link back to my site in exchange for this content. This is important to do. Try writing up a few different scenarios like this, you can jump over to their site and do a quick 15 second overview before writing it. The message above took me less than 1 minute to write. You can write a slightly customized one for each site (try and find something cool that stands out on their site – compliments really DO work!) and go!

Try writing a few examples – you'll find it's much easier than you think. Go through each of your website potentials and send out emails, send out the exact same list of content each time. You may worry "what if two websites want the same piece of content?" Well that's a good problem to have! You're wanted! If that happens (and it does sometimes) I give the content to the person who requested it first and tell the other that I've already committed that content and have quite a few other great examples if they'd be willing to check those out. They always are. If you get them to the point of responding that they want content, 90% of the time they'll settle for something else just as high quality.

What's next? Next you wait! Yes many will not respond. If you don't get a response within 24 hours, assume you won't. Sometimes you will get a response down the road, yes, it happens randomly. Most of the time though these people

will either open your email and delete it or open your email and respond immediately.

After you've got enough responses, make sure you have the content ready, send it over and ask them if there's anything else they need from you. I usually also like to request a date for when the content will go list (most big blogs will know – they have content calendars and content queued for days/weeks ahead of time) and you can take this date and pop it in your own calendar. I always like to double check on the content to make sure my URL is working and that it actually is live.

What About My Author Bio Though? Isn't that important?

IT IS! You need to include an author bio where your actual link will be embedded. I would recommend writing a quick blurb under 50 words that describes your site. This will be included in your correspondence once you send over the actual article to the website owner. If you want to split test these bios (i.e. try lots of different bios for different sites) then go for it. You can also pay a copywriter (find only a high end copywriter) to write you 10 or so different summaries (obviously after they review your site) and you choose the best.

Remember though, just like the siphons you're setting up, have a gripping profile so people WANT to read your site. They just finished reader a killer piece of content, make sure you don't end flat. Here's a great example:

If you thought you liked SEO before – wait until you see James' blog – SEOMadness – James' gives away tons of clever, witty and extremely useful SEO insights the pro's charge thousands for!

This bio will vary widely depending on the kind of site you have. You may have a more humorous witty site, or you may have a news blogs or a product review site. You need to think about your target audience and consider the content on your site and find a way to bring the two together and write an engaging bio. Include your name OR a pen name, doesn't matter – but it's more personal and will help draw people into your site – the man/woman behind the content.

Once you've crafted you bio, it should be sent off when you send over the content. You can either include this in the doc file (always send attachments, don't copy and paste the content in the email) or include it in a separate doc file.

At this point you should have 1 live siphon setup (or queued to be setup.) But you're not done. No way. You want real large volumes of traffic, you need to get a few more siphons going. It's time to SCALE UP.

Rinse and Repeat. Do this until you have all of your content outsourced. If you run out of places to submit to, go back and find more. Spend time on these websites, look in their sidebars for links to other related websites. I always have the problem of having not enough content, I can always find a viable siphon that my $12 piece of content will return me enough visitors to warrant the effort of putting it out there.

BUT before you do this there is 1 more thing to consider…

Where Do I Send My Traffic!?

You may think "obviously I send my traffic to my offer right!?"

Not always true. I used to do this then I learned a couple fun tricks. I quickly realized I was building up these siphons that were generating thousands of pageviews a month, but they were just going to the homepage of my blog or to an inner page on my website. Sometimes you want to change around your offer, or your webpage changes, or you put out a new product or you want to promote a different offer.

What are you going to do? Go back and contact those blog owners from months or years ago and ask them to change that 1 link direction every time you change your marketing? No. They won't do it, and it's not worth your time anyway.

What are you going to do then?

Keep the power in your hands. You decide where the traffic goes.

How?

Redirects.

I use a simple WordPress plugin called:

Quick Page/Post Redirect Plugin

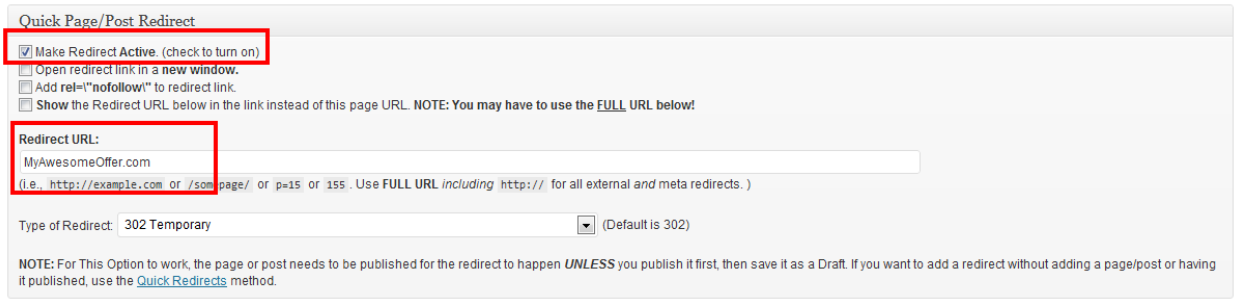
What's great is you point the blogging URL's always to a URL where you control the redirect, then you can move that traffic wherever you want by simply changing the redirect. Want to promote your blog this week but down the road thinking of launching a product?

Change the redirect.

Launching a new phase of your course and want to tip off newcomers to your website?

Change the redirect.

It doesn't get easier and the plugin is as simple as opening the landing page where your link points in WordPress and clicking "Make Redirect Active" then pop in the redirect URL and click "Update."



Regarding redirects, you may not want to use a plugin, that's fine. If you have other options for redirects you can use those, there are server side redirects, permanent and temporary redirects and plenty of other ways you can research – I find the plugin easy to use, which is why I recommended it. Find what works for you and your marketing efforts.

Setup a domain dedicated to this offer – I usually have a blog in my niches I'm marketing in so that's never a problem. I'm usually setting up, building up and then flipping blogs so I almost always point my traffic to a blog I'm building. Experimentation is critical. Experiment with landing pages (sometimes having the traffic land on a page that has an overview of your blog or a sticky page of great content works better than just your blog homepage.) It will vary depending on your goals.

It's important that once you've setup a working siphon, to make note in your spreadsheet of the URL. This will signify that you can setup siphons on this site. After experimenting and setting up many siphons, you'll quickly realize you can just contact these blog owners over and over again and get more siphons setup since you've built a relationship with these bloggers already. Over the years I've built sites in the same niche and having a list of siphons means I can immediately start driving traffic to my sites, that's been critical for growth.

Another important aspect of growth is tracking successful siphons. If you don't have Google Analytics setup – you should get it setup. You can drill down each referring website and look into the amount of time those visitors are spending on the site, how many visitors they're generating, view their visitor visitors paths and so much more. This is very important as if you're realizing one siphon in particular is working very well – setup more siphons on that site. Send out for more content and ask that owner if they'd allow you to do a series of post.

Conclusion

These siphons add up VERY quickly. If you're sending traffic to a blog (what I recommend most) and your blog is high quality (it better be) then the best part is much of that siphoned traffic will become repeat visitors on your blog. Give them means to sign up and subscribe to your blog and mailing list – this will increase your readership and encourage them to share. Consistently setting up traffic siphons can allow you to popularize a blog very very quickly.

Again – it's a numbers game but it's also a quality game. Make sure that the blogs you're setting up siphons on are high quality, they engage their audience and they get traffic. With just 5-10 siphons you can easily generate enough traffic to launch a blog, sell a product or grow your list. Day in day out. Set it and forget it.

This entire course can also be handed over to an outsourcer if you want to make your life even easier. I have a few trusted outsourcers who deal specifically with finding siphons and setting them up. I usually make sure the content going out is up to quality standards (but with my template it always is) so you decide where your time is most valuable.

One final thing to remember. Your traffic will be coming in from reading a killer article you just put up. Don't sell to them too hard immediately. Don't just send the traffic directly to a flashy CPA offer. You've got them in your pocket, soft-sell them with another GREAT piece of content on your blog, turn them into subscribers and sell to them later. This will always work better than sending them directly to an offer when they're in "blog reading information" mode, not "buy" mode. Think about your visitor paths and it will reward you tenfold.

Siphoning traffic will be, by far, the best money you invest into traffic generation. It's quick, it's easy, it's reliable. 3 Things SEO isn't.

If you have absolutely ANY questions you may email me at:
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