

# SEO Arbitrage Syndication Tactics That Get You Traffic

---



Maria Gudelis



Willie Crawford

Maria Gudelis Interviews Willie Crawford  
Copyright © 2009 by Maria Gudelis & Willie Crawford - All Rights Reserved

# Disclaimer & Legal Notice

While all attempts have been made to verify information provided in this publication, the publisher assumes no responsibility for errors, omissions, or contrary interpretations of the subject matter contained herein.

The publication is not intended for use as a source of any advice such as legal, medical, or accounting. The publisher wishes to stress that the information contained herein may be subject to varying international, federal, state and/or local laws or regulations.

The purchaser or reader of this publication assumes all responsibility for the use of these materials and information.

Adherence to all applicable laws and regulations, including international, federal, state and local governing professional licensing, business practices, advertising and all other aspects of doing business in any jurisdiction is the sole responsibility of the purchaser or reader. Neither the author nor the publisher assume any responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

Any perceived slight of any person or organization is completely unintentional.

# The Interview

Maria: Well, hi everyone. We're having a fantastic show today. All I can say is that it's going to be just super powerful. So whether you own a consulting business or whether you have an online Internet marketing business, basically we're talking about Search Engine Optimization. I like to call it Offline Arbitrage Cash -- the Ultimate Offline Goal Domination because frankly, for anyone out there, this is one of the best. Today's conversation with Willie Crawford is going to be one of the best calls that you can listen to to discover definite systems and tools that you can use to make your life a lot easier so you can spend more time doing what you want to do.

And, so without further or do, I'd first like to introduce Willie Crawford on the call. Willie, are you there?

Willie: I sure am. Thank you, Maria.

Maria: Oh, thank you. Thank you for joining. And for some of the listeners on the call who may not know who Willie Crawford is, I'd just like to tell you a little bit about Willie because it's just a fascinating story of where Willie's come from and also, Willie I consider my mentor. I really follow what he's doing. He's genuine. He's one of the most trust international marketing experts out there. But let me tell you a bit about his background.

Willie was raised on a tobacco farm in North Carolina, living off welfare most of his youth. His family was so poor that he once wore his grandmother's shoes to school while working to earn money to replace his only dilapidated pair. This environment built a burning desire in Willie to break away from a cycle of poverty and build his own business.

Willie worked his way through college, then joined the U.S. Air Force when he traveled to 47 different countries while serving as a navigator on a C-130 transport aircraft. During that time, Willie also learned a little of five different languages.

In 1996, while still serving in the Air Force in Hawaii, Willie decided to start his own Internet-based business. By the time he retired in 2003, Willie had built that

into a six-figure part-time income. Willie is now one of the world's leading Internet marketing and Website traffic generation experts. He's taught at dozens of seminars all over the world -- the United States, Malaysia, Singapore and the U.K., and he's also done over 60 interview or information products on the topic of how to generate Website traffic using mostly free methods.

So Willie, you've had just dozens and dozens of success stories under your belt, an incredible wealth of experience. There's not too many people that I get to interview that have been on the Internet for so long, and I could go on and on about your successes you've had and also the purpose of this call as well is that you now leverage your expertise at Website traffic generation through content, to help manage the content submission company, EasyPushButtonTraffic, which you co-own with Traffic Generation Expert, Cindy Parker.

So, Willie, without further ado, I know you live on the gorgeous, gorgeous Gulf of Mexico, not far from Destin, Florida, I believe Navarre, and for our listeners on the call if I've missed anything out and if they don't know you, can you tell us a little bit more about yourself?

Willie: Sure. And as you just said, I do live in Navarre, Florida, which is right on the Gulf of Mexico. Well, right now we're watching hurricanes out in the Gulf, though, but it's a beautiful, beautiful location and at times we do get a lot of the storms. But, like you said, I basically was in the military and they were looking at downsizing based on budget cuts and things like that, and so I was looking at maybe leaving the military back in '96, and that's what pushed me towards the Internet -- that and wanting to supplement my income, and I just discovered that you could make money online and since then I've written several books.

I've hosted, as well as spoken, at probably 30 seminars. I'm a super affiliate, so I sell a lot of products and in certain product launches; I'm pretty proficient at that. I run a couple of membership sites. I have a lot of my own products that I sell through affiliate programs. I am a very prolific writer just because, to me, it's like talking to people and I, from the very beginning, noticed that one thing that every webmaster in the world needed was traffic, so I focused on traffic generation right from the very start, and it hasn't let me down.

I teach people that you need to sell a product that people want and are willing to pay for, and traffic is one of those things that they can't do without, so I picked a good niche.

Maria: All right. No. That's incredible. And the reason why I wanted to go into a little bit more on tools and systems because, as you know, I'm a real believer in whatever business that one starts, if you're not using systems in place and automating some things or taking advantage of stuff -- that's why I love to call this the SEO Arbitrage -- taking advantage of lower-priced resources worldwide. Then you're going to be working 20-hour days.

Willie: Yeah.

Maria: Yeah, instead of like four hour days, so you've come out with some interesting software. I personally use and I can go into that a little bit later in the interview because I really want people who are on the call who are also offline consultants or marketing consultants to definitely grab the tool that we're going to talk about on today's call. But first, you're big on using content -- articles, videos, pod casts, press releases -- for generating Web site traffic and for also SEO, too, right. Really, so why is that? Why are you so big on using all those types of traffic?

Willie: Well, I'm big on using content because, first of all, it's free traffic. I have used Pay-Per-Click traffic in the past. I've even taught teleseminars on how to use Pay-Per-Click but that is so very risky. When I first started studying Pay-Per-Click and I started under some masters, they told me to expect eight out of ten campaigns that I set up to lose money and what they teach you, even today is to throw \$500 at a campaign and see if it makes money and tweak it a little, if you can't make it make money then you drop that campaign. So, Pay-Per-Click is very, very risky and for that reason, I like free sources, and I deal with a lot of beginning Internet marketers who just don't have money to throw at paid sources and so they come to me saying, "Teach us how to get traffic for free." It's also long-term traffic.

As soon as you stop paying for Pay-Per-Click, or a lot of other methods of generating traffic, it stops but when you put a lot of content out there, you just put it in the path of where people are going, and they come across it, and I have articles I wrote back in '98 or so that are still bringing me traffic to this day. And I get sort of frustrated because some of the things that I offered back then I no longer sell and people come to me asking if they can buy those things still. So, traffic is long term. And what I really like about it is that the articles, the podcasts, the videos I do, even my e-books and things like that, they bring visitors to my site presold on me. These visitors, they read something I've written and they see that I really

know my stuff and so when they come to the site, they already know that I can help them and I don't have to really convince them to trust me, to like me, because I've already helped them with my content and they just come in looking for more of it. So it's just incredible.

It's also, for me, it's very fast and easy to create content and it gets easier every day. I actually create content on my iPhone. Now there's a new App on the iPhone that lets you record audio right there on your iPhone and just send it to Twitter or whatever. So I create audio content now and even photos, and post them online just from the iPhone, a small handy gadget and so it's just so easy to create content and I could be just standing outside the elevator, record something, and post it online just that quick, or post it using Easy Push Button Traffic too. It builds name recognition. It builds your brand. It builds credibility. And for all those reasons, I just count on free content.

People come online because they have problems and they're looking for solutions to their problems. And so I look for what the problems are that they're trying to solve and I write about those problems and I write about the solutions, and I just put it out there where they can find it. And it's been an endless source of free traffic for me, almost from the very beginning of when I came online.

Maria: Oh, that's great. And you've touched upon a couple things about how easy it is to create the content and drive -- it's a qualified lead that's coming to your site. And I want to also just touch upon this is also useful for any of us who are consultants to other companies. We could easily charge -- I like to call it a "managed marketing service fee per month" -- to drive traffic to their site, so basically, it's just the same thing, isn't it? Like I said, if it's your site, it's your business client's site and you've just got to find out what problems they have so that you can definitely have targeted content created that's relevant for them. But do you, yourself, create and distribute a lot of this content because it can be a lot of work?

Willie: I do. I create a tremendous amount of content. And I actually, like you said, I do some of it for offline clients now, some of the same stuff that you do. I describe to them what I'm doing, as much as you teach, and they sort of glaze over and say, "Can you do it for me?" and so I outsource much of it and I mark the price up to where I'm getting paid for managing it but not doing the work. But I personally have written over 1,500 articles. I've written over 50 e-books. I do several press releases every week. I do a lot of fairly simple videos. I've seen your videos. They're nicer than mine but I'll get there someday.

Maria: Well, it's my passion doing video editing and all that stuff. I love film production.

Willie: Yes, and you do a great job with the music and all of the titles and all that stuff, and I know that that works beautifully, and I know that you talk about doing reality-style video. It works. It simply works because I see so many people promoting things online where you do need video to show rather than just talk about it. I guess they're intimidated by content creation in general but it really is pretty simple.

I do a lot of podcasting like you. I have my own radio show and I've done well over 100 interviews on my show and even when I don't have a guest, I'll often schedule a show just for me to explain a topic because what I'm really doing is creating content that I can then redistribute.

I have created tons of courses and even physical books.

I've published a newsletter since '97.

I've been blogging since 2004 and so I'm just huge on putting tons of content out there for people to find me through the search engines and other methods, the directories and things like that, and then come into my site. And I'm not big on paying for traffic because I don't have to. It's just huge.

Maria: Right. Right, so, yeah. No, you're right. I mean, I tried Pay-Per-Click a little bit and no, didn't like that. You're right. You have to baby-sit it and then the people -- I love outsourcing my business and the people you try to outsource to, man, it's hard to find a really good reliable PPC person.

Willie: It is. It sure is. There are services that will do PPC but I've always felt a little squeamish about handing somebody a bunch of my money and saying, "Here, manage this for me."

Maria: Right, right. Well even just like for a local chiropractor client I have, rather than Pay-Per-Click that only works once, your \$100 once it's gone, I invest \$100 in a ghost writer. Found a wonderful article writer on the Warrior Forum. There's also a fantastic Warrior special offers with great article writers there and I have them write say 15 articles, 20 articles. Each person has a different price point but \$5 to \$15 per article basically SE-optimized for that city's name and then the

word “chiropractor” in it and then you’ve got 10 articles with that that you can now push out -- I call it syndicate -- out to everywhere, and maybe we can get into that a little bit. It sounds like a lot of work getting this content but I understand that you automate parts of it, and I was wondering if you can tell us a little bit about that.

Willie: Sure. I love creating as much content as I can. I call it putting signposts out there for people to find me and we mentioned earlier that EasyPushButtonTraffic, and that I am a part owner of that company. I call that my Victor Kiam syndrome. If you remember Victor, he loved the Remington Razor so much that he bought the company. I tend to do that with companies that I like out there on the Internet. I find people that are looking for either partners or just want to sell the businesses and so I’ve purchased a number of Web businesses that way and EasyPushButtonTraffic is one of those. I use it to submit semi-automatically.

And the reason I say semi-automatically is because many of your article directories, many of your video sharing sites still require you to select a category you’re going to submit to, and so it’s not fully automatic, but it’s so fast that I can do in 10 minutes what it definitely take me several hours to do manually, because manually you’d have to log into each site and if it’s a video sharing site, you’d have to wait for that video to upload to that site and make sure that it was accepted in all those things. And with the EasyPushButtonTraffic system you just upload it to the EasyPushButtonTraffic servers, and there’s a whole battery of servers, and you select the site you want to submit to. You select the categories and then you upload the video or articles or press release or podcast to the system and then you disconnect, and it submits -- the servers submit to all the sites and continue trying until the sites accept the content.

So you’re off doing something else and what would maybe take you 10 hours to do if you were to do it manually, you don’t have to worry about that. So it’s a beautiful thing. It just takes over and keeps working. And you do have to register at each of the individual sites typically. You get a user name and password for each article directory.... video sharing site etc., and that’s stored within the EasyPushButtonTraffic system and so you only have to enter that once and from there on, you just have tremendous leverage, tremendous leverage.

So you just upload your press release, choose a couple of sites, quickly submit and you go do something else. You can go write that next press release or have your outsource person upload the next two or five press releases. As far as that’s concerned, it’s unlimited submission and so you can literally just have

someone else spend all day just uploading content for you, for your clients, and I love the way you said that you have 10 articles written that target the city and the chiropractor, for example, so that chiropractor I'm sure is very happy when they see that they are right at the top of the search engines, and it's just because it's optimized to our key words, is location specific or brand specific, and it just rocks. They are amazed at what you can do for them, but it's not that complicated when you know what you're doing.

Maria: Oh, right, right. And that's the beauty of molding this into anyone who has any knowledge, small knowledge, of Internet marketing or just managing people, this is such a phenomenal tool to use to build really a six-figure consulting practice because really I define it as kind of in three steps for myself when I offer either local SEO services or Managed Marketing Services to my clients where it's a certain fee per month, and it ranges from \$150 all the way up to thousands. One of my students, in fact, and actually she's listening on the call -- we'll try to patch her in towards the end -- she landed a deal where she's getting \$3,500 a month for Managed Marketing Services but really, it's three simple steps.

Step One, find an automated tool to syndicate your content, which is why we're talking to you.

And Step Two, I call it the SEO Arbitrage affect -- hire someone for as little as \$3 an hour and hey, shoot, maybe it's going to cost \$5 an hour -- that you direct and manage, so that person performs the task necessary for a successful local SEO or marketing services.

And Step Three, enjoy the Arbitrage dollars you make by managing a strong team of workers while you become sort of a commander of your own ship. I mean, I pay someone full time, \$1,200, in India full time to work for me and that's why if you saw that video of me on the beach yesterday afternoon, I can sit there, play on the beach during the middle of the afternoon because I know that I've got the tools in place utilizing your software and I've got the person in India fully activated too - I'll share with you what I do with those 10 articles. Is that okay, Willie?

Willie: Sure. Absolutely. Absolutely.

Maria: 'Cause I think you'll find it interesting and I'm not sure if you probably already know a lot of this but what I do with the 10 articles is, 'cause I want the listeners to understand how easy this is 'cause some people freak out that, "Oh, I'm not a techy, you know. Why should I do this, Willie or Maria?" And

what it is is that, say I got those 10 topics of my articles written, it's not hard to figure out what it is, you know, for the city name and the word "chiropractor" 'cause that's what people are going to look for to find a chiropractor you know, like city plus your chiropractor or you know, whatever. And then the 10 articles you can submit that to all these article directories automatically.

I don't submit it. I have my person in India do that and then that person in India converts those articles to video 'cause I actually have a software that he can use that converts them to video, so I'm not even involved in that. Then he, guess what, he goes into your software and submits it to all the video sharing sites, and so it's just thrilling 'cause you're getting tons of links back to your site, and we haven't even talked about the press releases yet. And the podcasts are so easy to do too, so I just find it a breath of fresh air because from the background I've had, I'm used to spending thousands of dollars for that type of tool or software and it's just amazing. And then you can charge clients thousands of dollars and justify it because the value is there 'cause they're getting a return on their investments. And I guess the next step, question for you that I have, 'cause this could even help me as well with some of my clients and my own sites, do you have any tips on creating the content that your potential audience will find absolutely irresistible?

Willie: Sure, and you touched upon the fact that first of all, you want the content to be something that will attract the right person so I began with identifying my audience's biggest problem and with the chiropractor it would be, I don't know, lower back pain, neck pain, things like that, treatment for auto accidents and whiplash. And see, you begin by identifying their biggest problem and then you point out that your product is the perfect solution to that.

I began with keyword research. I'm looking at long-tail terms. I'm asking what are my customers actually going to type into the search engine if they're looking for that chiropractor and I use the Google external keyword tool to dig down deeper and find those two, three, four word phrases as well as you do, and choose long-tail phrases that are location specific that we're promoting a product, a specific type of car or camera, whatever.

I would dig down and even go with model numbers and things like that, but being careful not to step on people's trademarks. And then I use those keywords in my article titles and sprinkled throughout the article body and where it's allowed even put it in anchor text in my content so that it just makes it rank really, really great in the search engines. I also go to the niche discussion boards in my forums. If I were looking at people with health issues, I would probably use the search

engine to find discussion forums in that niche and look at what they're talking about, look at what problems they really, really care about. I also go to article directories and I look at which articles get the most reads. I'm looking at what are people actually reading because I want to focus on what people are actually looking for, and I do the same thing with discussion forums.

I may go to the Internet Marketing Warriors if I'm going to do something on Internet marketing and I'd look at which threads get the most reads -- which threads are the hottest topics -- and that's what I write on typically. I want to know that it's something my readers, my listeners, the viewers of my video are really interested in and if you do just a little research it's quite obvious and then I write the article. It's critical that the articles have a strong call to action which is typically in the resource box, and I think of article writing largely as copywriting, so I use a soft sell.

People don't like being yelled at and told to go buy something . They want to feel that the idea of buying whatever you're selling is their idea. So, I talk about the problem and I use the Problem-Agitate-Solution Formula, which is a copyrighting formula. I really emphasize that the problem is not going to get any better until they do something about it, and then I point out sometimes several solutions but always making the one that I want them to select, which is my product -- you know, the most obvious answer in the end -- and then I just turn it into short how-to type articles, tips articles and as you said, convert those articles into videos, if I'm doing a video.

I'll often read the article and just start to do a podcast that way, but sometimes I'll do a video by pulling off the main points, maybe turning it into a PowerPoint Presentation where I have the main points on slides and I'm reading the article as I go through the slides, and then I pull the audio track off and I've got the podcast, and I upload to podcast directories using EasyPushButtonTraffic. I go back and do a press release on that main problem. So the keywords are in the press release title again, maybe those long tail keywords, those location specific keywords, things like that. So it's incredibly easy. I do the work once and turn it into all kinds of different formats and it does bring in an endless supply of really, really targeted traffic that buy my products.

Maria: Yeah. No, that's brilliant. As far as, you know there is common things that I think a lot of people make or do wrong.

Willie: Yeah, there sure are.

Maria: Yeah. Can you kind of walk us through a little bit of what they're doing wrong in their content to generate website traffic?

Willie: Sure. One of the biggest is a poor or boring title. You need a title that promises a giant benefit. People look at the title and something like an article that just had a title "Lower back pain." That doesn't say anything. With the title it says, "How to finally get rid of that lower back pain." That promises them a benefit. You could even make it... more hypey I guess is the term for it. But it needs to promise a benefit and the body of the article needs to do the same thing. If they start reading your article and it's boring, they will stop reading very quickly. I use story-telling a lot of times and I just roll that story into a story with a moral and solving the problem is -- the moral is that you need my product.

A lot of people write too scholarly; they are conditioned by their high school teacher to use proper English and use big words and that goes right over the heads of some people. They get too technical, they use too much lingo or jargon from their industry. You can't do that. You also shouldn't come across as a know-it-all in your article; instead, you want to come across as someone who understands their problem. You want to come across as "I am one of you," "I know what you're going through because I've gone through the same thing," or "I have friends or relatives who are going through the same thing; therefore, I understand your problem and here's how to solve it." You want to talk to them.

I actually, as I'm doing articles pretend I'm sitting across the table from someone explaining to them, just talking to them about their problems. I don't come across as preaching to them but rather just discussing their problem and then a solution that I've noticed for their problem. That seems to work well for me.

Maria: Great. Great. As far as the sites that you're submitting all this content to -- because you know it is syndication and it is some of it automated. How do the sites that you submit to feel about automated submissions? Won't they ban you?

Willie: Sites, they set up so that people visit them and submit to them. That's what they really want because most of these sites make their money from selling advertising. They run Google AdWords, they sell sponsor ads and things like that, so they do want you to visit the site and submit your content, but they make their money from displaying ads and if they don't have a lot of content then they're not going to get a lot of visitors anyway. So they are in a catch-22 and they want as much good content as they can get. They basically... they don't say this publicly,

but they want as much good content as they can get. They know that the more prolific people are prolific because they are efficient... because they use software. So they don't have a problem with using software as long as you don't harm their revenue model.

Knowing that they depend upon advertising revenue and that what brings that to them is lots of visitors who come in for the content. As long as you provide them with good content and don't harm their ability to earn money, they don't really have a problem with the automated submissions. They have a problem when people submit articles that are just junky PLR articles that say nothing or they submit videos that don't say anything.

The users come in, read the article and Google, and the other search engines actually read how long a visitor is on a site. So if a visitor clicks a link and hits a site, an article directory, and they are there for like a minute because the article they clicked through to is such garbage they don't even want to read it, Google sees that bounce back and that tells Google that people aren't very impressed with that site. So Google downgrades that site eventually.

That's what hurts a site. As long as you provide quality content, these sites don't mind. These sites actually subscribe to services like EasyPushButtonTraffic and Traffic Geysers, or those types of services and they watch them. If it's a membership site, they're in the site and seeing what the site is teaching its members and they buy software, if it's a software you can install in your computer, and they test it. They know all the black-hat, all the unethical techniques out there because they buy it.

Maria:       Interesting. I didn't know that.

Willie:       Absolutely. My friend, Chris Knight, who runs EzineArticles.com, which is the largest of the ezine article directories, he says that they buy all the software, the article spinners that you can drop an article into and have it substitute words and stuff like that. They buy it, they reverse engineer those articles. They also have in their database, over one million articles they rejected for different reasons and when someone submits a new article they compare the new article against stuff that's already been rejected in their database. They look for -- the compare one or two complex sentences at random to make sure that you're not submitting stuff that you copied, first of all; that it's original and that it is quality stuff.

As long as it's quality stuff, they don't have a problem with it, but they buy the software. You're not pulling a fast one on them but if you're submitting quality content in a way that isn't hurting their business, they don't really have a problem with it because, again, they want as much content as they can get.

Going back to EzineArticles.com, once you've gotten on their bad side, the editors there -- the human editors -- actually make notes -- if you submit an article and it's bad, for some reason, they put notes in the database so that the next person who looks at it knows that this is the person that was causing problems before and again they are protecting themselves. So it's machine graded and looked at and it's human graded and looked at. But they want as much content as they can get. It's just that if you hurt their business, they're going to retaliate.

Maria: That's interesting. Actually, it brought a question to my mind and maybe some of the listeners are thinking this right now too, because, again, I kind of totally believe in outsourcing and delegating. Now, I mean have a good intention and I thought I bought original articles. Say I bought 10 articles, and now I'm repurposing those articles into podcasts, into video, and maybe even to a press release and blog post. How do I make sure I didn't just pay someone to then go copy those articles? How do I make sure they're original and good content?

Willie: There is a service out there called CopyScape. You can take an article and drop it into CopyScape and it'll look for other content on the Internet that's identical or close to identical. That's the only real way that I know how to do it and so what I do is I just work with people -- if I want to outsource something, people that I trust, and that's true for everything that I do online. I get to know people, I test them out, and I don't give them a lot of work at first, just a few jobs to test them.

The sites like YouTube, they know what's going on, they know for example that one of my leading competitors to EasyPushButtonTraffic, actually teaches their customers to take a video, upload it, submit it to all the video sharing sites that are in their database and then change the title on the file and resubmit the same file. They know that because they are subscribers to that service. So as soon as they see that happening, they start banning users of that service because their visitors come to the site, watch one video, and they want to watch another video that's related so they click on a link and they see the same one, they stop using the video-sharing site and it hurts their business. So they know what's going on and they do -- they can ban you for that.

That's why EasyPushButtonTraffic is 100 percent white-hat. We don't encourage our users to spin content, as it's called, to submit the same thing with different titles or even take one article, drop it into a piece of software and have it spit out 20 different variations of that article. There's nothing wrong with syndicating content. I mean, authors offline do it all the time. They'll submit an article through an Associated Press or something, or one of the syndication services, and it may be in a thousand newspapers. That's normal. That's natural. What's not natural is to take -- the offline writer doesn't go in and change one paragraph in an article and then submit it under a different title to a different magazine because that hurts their credibility, first of all.

So as long as you keep it completely white-hat, it's making money for the content producer, it's making money for the content-sharing site, and the advertisers who buy advertising through Google AdWords, they're happy. So everybody's happy as long as you don't get too aggressive and abuse the system.

Maria: Oh, that's fantastic to say because a lot of us sometimes will -- you just get attracted to a great sales letter and benefits and not kind of think about those kind of ramifications. So thanks for sharing that. And, Willie, if you don't mind, I'm going to switch right into talking exactly more about the software...

Willie: Sure.

Maria: ...and the benefits for people as a cost. And I just want to put in kind of a bit of a just an announcement for everyone, that if anyone is interested in this - - we're halfway through the call and we still have another half hour to go -- but I want to encourage everyone to listen to the rest. So it's going to be really important.

And I'm going to announce some special bonuses because I've made a special link for you guys and, full transparency, yes, it is my affiliate link, but I've been using EasyPushButtonTraffic since it came out, total believer in it, and I've really trained out my resources on it. So anyone who buys through my link and tries it out -- because it's ridiculous, the trial rate is no risk to you -- that you're going to get one of my videos that I personally use that I just give right to my guy in India and that trained him how to use EasyPushButtonTraffic, so I didn't even have to train him myself per se. So you will get access to that video.

Plus I've had a question in the chat room come in about what was the software utilized for creating video out of the article. I'll also share with you that

software if you kind of email me back that you purchased through my link. And I'll also give you as another huge bonus -- and I haven't even released this, I could easily charge \$500 for this -- I'll also give you my training video that trained my resource in India how to use that software as well. So, again, I'm off on the beach enjoying a nice sunny day while each night -- because in India it's a different time zone -- all this work's getting done for me each night and I'm paying him like so ridiculous price per hour.

So if anyone wants to check it out now, its -- I've created a special link at F11 -- like when you push F11 on your screen and it makes your screen go big, it explodes your screen, same with exploding your traffic and your potential revenues -- F11 -- "F" as in "Frank," the number 11, F-one-one, <http://F11traffic.com> If you go to <http://F11traffic.com>, I just want to bring that in within the half-way mark of this call.

And, Willie, why don't we segue right into EasyPushButtonTraffic and kind of just frankly ask you, how long has it been around and how does it work, if you can go into a little more details about it.

Willie: Sure. EasyPushButtonTraffic's been around for about two and a half years. It was only January of this year that I bought into the company. I've basically been using it for a while and fell in love with the software and I've also been coaching the owner of the company and so I knew their marketing and everything intimately.

And, again, if you look at business, and building an online business, one of the easiest ways to get into a successful business is to buy the successful ongoing business knowing already that it's making money, especially if you can get in fairly inexpensively, you know you're going to make money from that, so that's what I did with EasyPushButtonTraffic. It's a server-based software, so it's not something you install on your computer. It's on our servers and you upload your content to it and then you submit to dozens of places in the various categories.

And what it does to an extent is it mimics a browser on an individual's computer submitting. So to the sites that it submitted to, it looks like just an individual logging in with a user name and password and submitting. And our programmers constantly stay up with the changes and it's just -- so it's fairly transparent to the sites being submitted to that it's software submitting to them, but at the same time, as I said, many of these sites are constantly checking for what new piece of software is out there, what new submission service is out there, and

they're checking them out to see how they operate because, again, they have to protect themselves. If they were to allow a submission service or some piece of software to abuse them, then they'd very quickly lose favor in the eyes of the major search engines that send them traffic and they can't afford that, so they watch very closely what's going on.

That's why, again, EasyPushButtonTraffic is 100% white-hat. You basically upload your content, you fill out a form and you can actually save that form as templates. But in the form, you put your title, you put your description, you put your keywords or tags, and you choose the sites you want to submit to. And it goes to each site and plugs in the same title, description and tags, and it's just -- this automates the process. It does something that would be very, very tedious and you'd get bored with very quickly. Or even if you outsource that work, your guy in India would get tired of going to dozens of sites and logging in and having to reenter the same information even if he cut and pasted the information, but he can do it once now and then just select the sites he wants to submit to and select what category and go do something else. So he's twenty times more efficient than he would be which means you can just keep giving him more and more content. So it's very powerful. I use it all the time myself because I don't like paying for traffic. I want something that's risk-free and that's just content submission. So that's basically it.

Maria: Well, yeah, and not only that, if you're frustrated -- if anyone on the call is frustrated with spending long hours manually doing SEO services for their customers or for themselves, it's just essential to manage -- have a tool like this in your arsenal. It's sort of a no-brainer, even if you just charge \$200 a month to a client for this, which you can charge a lot more, it's still not going to cost you that per month to deliver that with this. So kind of since I've touched upon benefits of what someone can make, let's talk about what the costs are.

Willie: Sure.

Maria: How much does it cost, Willie, and what does someone get for that?

Willie: The EasyPushButtonTraffic system right now is a membership site, basically, and it costs you \$27 a month. After we get another 300 or so members, we are going to raise the price to \$37 a month, which is still a real bargain. Right now we're actually running a special that's not even mentioned on the web site anywhere, but we're offering a \$1 trial because we want to make it totally risk-free. So when a customer goes to the page -- and you gave <http://F11traffic.com>, that's

your affiliate link -- when they hit that page, they can read about EasyPushButtonTraffic and when they click through to the order form, there is a \$1 trial. It's a seven-day trial. And just as with the \$27 per month thing, they get unlimited submissions.

Some of these sites out there, some of our biggest competitors issue credits and so -- because they are looking at server bandwidth and stuff like that. We're on a system that we can expand fairly quickly so bandwidth is not an issue for us, so we literally don't care how many videos, articles, podcasts, press release, you submit a month. There is no limit. Even with the \$1 trial we don't care.

Now, the \$27 per month subscription is intended for an individual or someone who is going to submit via a single user name and password. We have a pro version coming out. And what the pro version is designed to do is to let someone, say, a VA or someone who does -- who has hundreds of clients and they want to log in under one account and submit for their hundreds of clients who would have different user name and passwords, perhaps, at each of the video-sharing sites. So it's designed for Google -- or I'm sorry -- YouTube discourages an individual from having multiple accounts, but if you were working with tons of clients, each of those clients would probably want a different user name and password because they may want the user name to actually reflect their business and what they're doing. And so for that we have a pro version that SearchWhisper asked about in the chat room. That pro version will have unlimited profiles, if you will, and so -- and that's probably going to be priced at \$67 or \$97. We haven't decided yet what it's going to be priced at, but it's still being finessed. Our programmers are tremendous, but we wanted to make sure that -- actually, we wanted a couple of thousand people on the basic version before we really, really pushed the pro version and so --

Maria: Okay.

Willie: -- we haven't released it yet.

Maria: Well, you know, and if someone's really kicking it with their SEO and the traffic they're getting, which I'll get into that -- and the next question is what to expect from results -- if they're really kicking it, whether they're an offline marketer -- whether they're a marketing consultant right now charging hundreds or thousands per month -- say they just get ten clients, they're charging \$200 a month, that's \$2,000 a month. And I guarantee you, it'll cost you less than \$500 a month with a resource to do all this.

Willie: Right.

Maria: Even if you don't have your premium version available yet, then if you want a second profile, all you need to do is, oops, just pay another \$27 a month to make that 2,000 a month. It's not that difficult of an investment decision.

Willie: No. Twenty-seven to make 2,000 is -- and especially if you're outsourcing the work, it's...

Maria: Yeah.

Willie: ...it's a no-brainer, yes.

Maria: Yeah, I know. Very, very powerful, and that's what I definitely hone in on everyone, to scale their businesses, to get some really good talent under their belt, train them well, use the right systems to really make your life easier because I just don't like working until midnight and stuff.

Willie: Right.

Maria: Outsource and then you're doing something fun. So let's talk about traffic. How much traffic can I expect from using EasyPushButtonTraffic and how soon?

Willie: Well, that's a good question, although I have a weasel answer. The answer is, it depends upon how interesting your content is. That's why you start with keywords. You want to put those words in the title and in your description. And we teach that you should put your URL probably first in the description because what that does at places like YouTube is it gives you a clickable hyperlink if you include the full URL, the http:// and the full URL. When people are watching your video on these video-sharing sites, there's a clickable link they can click on, to go straight to your site, so that'll bring in a lot more traffic.

But if it's interesting enough, especially videos, then they will go viral very quickly. Articles will do the same thing if they provide lots of useful information. So it depends. But I've had articles earn me over \$10,000 in two weeks, a single article, but the article was designed to sell a bigger ticket item and it had a lot of proof as to my assertions and things like that, so that's certainly not typical.

Your content can be bringing traffic in for you the same day, though, if your keyword, your titles, your descriptions, are SEO optimized. If they're the right ones and people are looking for information on that topic, they will come to your site the same day. Especially the press release sites are continuously crawled by the search engine because they know that that's where the late-breaking news is and so you can have -- actually, you could have traffic within an hour of submitting, but again, you need to think about what words you're going to put in that title and that description for the article, for the video, and that's why, again, I preach start with keyword research.

Maria: Yeah, no, you're right. And it's free, for goodness sake. You know, you gave a free tool for everyone to use, so --

Willie: Yeah.

Maria: Yeah. So, Willie, why don't we do this. There's a few more questions I personally want to ask you, but --

Willie: Okay.

Maria: -- since we've got about 15 minutes left on the call, what I could try to do is see if anyone would like to talk to you and ask you a question one-on-one because there are some folks who have dialed in as well and --

Willie: Absolutely.

Maria: Yeah, great. And for the individual who dialed in, I cannot see your name. My screen doesn't see your name, but it says your number. So if you don't mind, I'm going to just announce your area code, where you're from, and hopefully you'll know it's you and I'm going to un-mute you. And if you're too shy, then that's fine, you don't need to ask a question. Buy hey, you know what, this is your chance to ask a great question of Willie and get some one-on-one consulting advice, which I know he doesn't do one-on-one consulting too often unless you add a few zeros to it.

So our first is a 519 area code here. You know, hey, I'm in Canada right now, so let's dial in someone from Canada, and I think I know who it is. Hello, 519?

Kara: Hi, Maria, how are you?

Maria: Hey, Kara, I'm doing great. I knew -- I figured that would be you. How are you?

Kara: Good, good, good. I just had a question and I might have missed his resource for keywords, but I'm -- what kind of suggestion do you have for finding proper keywords? For example, if you have clients that maybe aren't necessarily targeting through local but something more global or something more generic and finding out how to decipher what proper keywords to go after.

Willie: Sure. I use the Google external keyword tool. I don't have the URL, but if you Google the term "Google external keyword tool" or "Google external tool," it'll give you the URL. And what that does is, even if you don't have a Google AdSense or AdWords account, it lets you enter a phrase you think people would be searching for and then it suggests related terms and it shows you how many searches were done in the previous month on that term and how many searches are done in an average month on that term and it also shows you if you were going to bid on that term what people are bidding for that keyword.

So it gives you information that you can actually download in an Excel spreadsheet. After you've dug down deeper, you can tell it to find me more and more and more keywords and those tell you how many searches were done in the previous 30 days and how many are done on a typical month. And the reason you want that is because there could be seasonal variations, certain terms -- if you were searching on "pumpkin pie," we'd have more in the U.S. around Halloween or whatever, or Thanksgiving.

So you can do the research using that tool and then you can download the entire search in an Excel spreadsheet. There's a link at the very bottom of that tool to just click on and download it. It costs you absolutely nothing. And then you can sort that data and play with it a hundred different ways.

Kara: Perfect. Thank you very much for that.

Willie: Yeah.

Maria: Thanks, Kara, for asking that and, Willie, for answering that. And, Kara, you are doing offline consulting big time. I know you've had really good successes and you've moved to a marketing -- a managed marketing services model. So do you see the power of this tool, how it's a no-brainer?

Kara: Oh, yeah, absolutely.

Maria: You can see the profit margins and really it's like an SEO arbitrage, isn't it?

Kara: Yeah. Just dollar signs going off in my head, right?

Willie: No reason we have to do things the hard way.

Maria: Yeah. Great. Okay, Kara, thanks. I'm going to patch in another caller. Thank you so much. Have a great day, Kara.

All right. I'm going to see if the caller from 918 area code would like to ask a question. I'll un-mute you for a sec. 918, hello there, would you like to ask a question?

Kelvin: Yes, hello, wonderful people. Kelvin Brown here. Hi, Maria. Hi, Willie. I was lucky enough to be a beta tester when this first came out. And having used several other products prior to that and since then, this is a good deal and you just cannot beat the price. And I would also say just for those people who are still thinking, well, I want to do it, but video itself is hard, look at -- just go back and look at YouTube. Look at what those people did. They pointed and clicked. They had a camera, they pointed, clicked record, and it's really that simple. We don't have to get too deep or too technical. You just need to go ahead and get started. And it's a really good program and you guys shared some great information.

Willie: Thank you, Kelvin.

Maria: Thanks, Kelvin. Thank you so much. All right. Great. Have a great day, Kelvin. I'll patch in another caller, if they would like to ask a question, 415 area code. I'm going to un-mute you here for a sec. 415 area code, would you like to ask Willie a question?

415: I'm just wondering, is that me?

Maria: Yes, that's you. Hi.

415: Hey, how you doing, Maria? Hello, Willie.

Willie: Hi, how you doing?

415: I'm doing great. Actually, long time fan, Willie. And, Maria, you're actually a new person actually on the scene according to my plans here.

Maria: Great.

415: So I look forward to actually following you on Twitter and everything. The question is actually -- it actually relates back to what you were talking about, about the pro version. Can you repeat one more time what the pro version would actually include?

Willie: It'll be more of an enterprise edition. It's designed to have a lot more - - to allow you to have a lot more personalities or profiles and to store a lot more templates. That's the biggest difference. So it's just designed for someone who needs to use a lot of different accounts at the different article directories and video-sharing and podcast-sharing sites. So with the basic version you're going to have to log in with a user name and a password and you can't have countless user name and passwords. That's the biggest difference.

415: Okay. So pretty much it's like an automation slide factor, right?

Willie: Right, right.

415: Kind of allowing you to eliminate a little bit more time than what you naturally would do with the basic version.

Willie: Right. And it's designed for someone who has tons and tons and tons of clients, basically. An individual wouldn't generally need the pro version.

415: Yeah, well, I'm actually going to have to look into that.

Maria: Well, that's a good thing to hear.

415: Thank you very much, Maria and Willie.

Willie: Thank you.

Maria: All right. Thank you. Great, great. Alright. Willie, we'll take one more call and then I'll just touch upon that too, how great that is, the profiles, like because if I have a client, a realtor client that's paying me \$500 a month and then I have a chiropractor client that's paying me, say, \$200 a month, well, I may very well want to have that pro version as a concise example, because then their videos and articles won't be under the same account, so just --

Willie: Right. They may want a user name that reflects what they do.

Maria: Yeah, yeah. So just so everyone really understands the power of that - - and don't let -- because the pro version's not out there, don't let that stop you because, listen, you hear the numbers I'm talking about that you can charge, it's no big deal, then, to have two accounts that you pay \$27 each on because it's still very powerful what you're getting for that.

Willie: Right, right.

Maria: Okay. Well, let's try -- we got someone from a 770 area code. I'm going to un-mute you for a second to see if you'd like to ask Willie a question. Hello, 770 area code. Would you like to ask a question?

Steve: Yes. This is Steve Hamby in Atlanta.

Willie: Hi, Steve.

Maria: Hi, Steve.

Steve: Hey, Willie. Hey, Maria. I was wondering what do you rec -- if a person wanted to use this as a standalone system, as an offering to local businesses that didn't really want to go door to door type of a thing or necessarily the workshop route, have any ideas as far as lead generation processes or possibilities? I know Dave Preston's talked about using postcards and so forth.

Willie: Yeah. Maria actually teaches an entire course on that and she would probably give you the information on it, but I personally am a member of local networking groups and I'm a member of the local chamber of commerce and that puts me in touch with all of the businesses that I really need to deal with. Then the question becomes how do you market to them and, again, Maria has an entire course on that. In fact, she's running a challenge right now, a 14-day challenge that

-- where she actually invites her students to go to Vegas and participate in a live workshop with her at the end of the month. So you should check that out.

Maria: Yeah, Willie, I think we only have like ten spots left on that, so just to let you know.

Willie: Okay.

Maria: Steve may think I'm crazy. But Steve also -- and, Willie, I know you have -- you've created a link for me for that. Do you remember what that was?

Willie: No. You could just give out yours. That's fine.

Maria: Oh, okay, okay. It's [UltimateConsultingChallenge.com](http://UltimateConsultingChallenge.com). <http://UltimateConsultingChallenge.com>. You can check that out.

But, yeah, same thing, is that it's really tons -- I use postcards too, but a lot of just B-to-B sales individuals, a lot -- Willie uses networking. It's really what you're selling and really what it is, is managed marketing services. That's really the thing you should be doing. And honestly, Steve, I know you have incredible big company background and six-figures type sales potentials to sell to bigger companies. I know for sure, for you, you definitely want to use those terminologies.

And just look back at what the hosting companies used to do in the '90s. Like I used to own an application service provider, a hosting company in the late '90s and early 2000s and that's exactly what we did. We just called it hosting services and we were charging thousands per month. It's almost the same thing, but since the internet's now here, it's really managed marketing services where it's not only local SEO, but it's a lot more. It's branding, it's everything. And that's the beauty about EasyPushButtonTraffic because it's syndication to all of that. I mean, especially bigger clients, when you want thousands of dollars from them per month, they love the word "syndication." It's almost a seductive sales word to use. I know that sounds funny, but --

Willie: I see someone in the chat room saying that they didn't have a great experience with chambers. I'm not talking about selling to the chamber. I'm talking about interacting with the members of the chamber. And practically every business in many cities are members of the local chamber of commerce, so it's about mixing with the members rather than selling something to the chamber.

Maria: Yeah. Thank you for sharing that because I know that could be a whole hour conversation with you because of your experience with offline as well.

Willie: Right.

Maria: So, yeah. And John's asked a question in the chat room. Willie, I may have missed this, but when is the target date for the pro version?

Willie: We haven't announced one yet. I can find out from my programmers and my partner when we -- and get back to you, John, but we haven't announced one yet.

Maria: Okay. Great, great. Okay. Well, I'll let some more folks ask some questions in the chat room. And while that's going on, Willie, I do have some other questions I'd like to ask --

Willie: Sure.

Maria: -- you about. I know that you host a radio show yourself and that you reuse and repurpose your content. Can you tell us --

Willie: Absolutely.

Maria: -- a bit about that, your secrets of that.

Willie: Sure. I'm big on doing the work once and then leveraging and reusing it, so every single show that I do I have transcribed. I turn the transcript into articles, often breaking it into -- and I may take an hour or so and break it into a ten-part series or something. I turn it into e-books, I turn it into blog posts, again, multiple parts. I take the mp3s, download those from the platform and edit them if it needs it. I make shorter mp3s in little snippets and I post those using EasyPushButtonTraffic. I, again, take the main points and turn it into videos. And I even turned some of the recordings into for-sale products. That's why I often do a show on a specific topic and maybe be the only person on the show talking. I'm creating a product. I turn them into lead generators. I give the mp3s and pdfs away in exchange for an email address or just push it out there. And I do the same thing with articles that I write or even have ghost written. I write my own articles in internet marketing, but articles in a lot of other niches I have ghost written and I just repurpose and reuse them a dozen different ways.

Maria: Great, great. Well, and I know that the other interesting thing -- we were talking about this before the call started -- going from that audio that you created, where there's a product or just pushing out the podcast -- we were just talking about that it'd be cool also to hire a professional voice-over artist to add at the end just a 15, 30-second ending about pointing them to your website. So if it's on ten different podcast sites and someone listens to it, it's not only keyword optimized in the description and title, but wouldn't that be great if the last 30 seconds is, okay, go to <http://UltimateConsultingChallenge.com> or <http://F11traffic.com> to...

Willie: Absolutely.

Maria: ...get...

Willie: Mini commercial.

Maria: Yeah, exactly, it is. It's like -- it's a mini commercial. And on the Warrior Forum I've just found incredible people that charge, I mean, it's just ridiculous how inexpensive it is. I'll even share a resource, Scott Nubar I utilize. He's [scott@thevoicefx.com](mailto:scott@thevoicefx.com), [scott@thevoicefx.com](mailto:scott@thevoicefx.com), and very inexpensive. I think for like \$35 you can get music and voice-over. So adds a touch of professionalism as well, especially if you're doing a higher price point. So it's great.

And so, Willie, the biggest question I guess that some individuals may have on their mind -- and I certainly did before I signed up, and I know what the answer was because I was actually paying quite a bit more for the competing product -- aren't there other cheaper, faster ways of generating web site traffic than content generation?

Willie: There are faster ways. Pay-per-click is faster because you can set up a campaign and be getting traffic right away, but it's not cheaper. Most people lose money with pay-per-click. I know people who have lost tens of thousands of dollars. Content marketing is free and it allows you just to leverage your time. I get 50 times as much work accomplished using EasyPushButtonTraffic because I set it up in like a production line. I may write 20 articles on a topic after doing my keyword research and turning those keywords into titles and I just roll with it. I may spend all day just writing articles. And if you outsource you can do the same thing. So I don't think there's a -- I know there's not a cheaper way of doing it. And many of the sites that you submit to have RSS feeds and they echo and re --

syndicate your content to all kinds of other sites, so you can be in thousands of places including Web 2.0 properties just from submitting to a handful of like article or podcast directories.

Maria: Right, right, right, right. And as far as using EasyPushButtonTraffic, is it really that easy to use?

Willie: Yes. It was designed with the newbie in mind. We wanted minimal customer service requirements and so we made it push button easy. We made it so that you could hand it to an assistant and they could actually figure it out. It's very intuitive and although you've offered a video to your customers, it's one interface. So whether it's articles, videos, podcasts, or press release, the interface looks the same for all the different types of submissions. You don't have to learn four different softwares or four different sites and have to figure out each of the interfaces. So it really is push button easy.

Maria: I love that. And you do have great videos and great support. I know when I first joined up, I had only like two questions, boom, within like six hours I think I got an answer. And I think I was the first to ask for a pro version too, so --

Willie: Oh, okay.

Maria: So let's go another route here because we're towards the end of the call. How can our listeners right now find out more about you and keep up with what you're doing?

Willie: Sure. I'm on Twitter, so <http://Twitter.com/williecrawford>. Willie Crawford's my user name. I also have a blog at <http://williecrawford.com/blog2/> That's "blog" and the number two and that's because I created my second one. And I have a radio show at <http://BlogTalkRadio.com/williecrawford> Those are three ways of keeping up with what I'm up to.

Maria: Great. Thank you, Willie. You've been so helpful and I think everyone got tons of value out of this. I hope you see the SEO arbitrage and the managed marketing services arbitrated with this tool and with hiring outsourced resources. And yes to some of the chat questions come in. Thank you for asking that, John. To reiterate, that's correct, that if you go to my affiliate link, <http://F11traffic.com> and then email me, [maria@gudelis.com](mailto:maria@gudelis.com), I will bonus you the exact videos. There's two videos that I gave to my person in India to use and you can use that with someone in the U.S. or Canada or Philippines or India, wherever,

for a lot reduced rate, probably \$4, \$8 an hour, and it'll be very, very helpful for you. So I've never released that. So anyway, so that's going to be good.

And basically, Willie, I think this has just wowed everyone. The power of this is huge and I hope everyone sees it. So I just want to thank you again so much and for also giving us such great tools. I've bought other products from you at such ridiculously low prices I just -- I get so much value, whatever you offer. So just thank you so much.

Willie: One of my mentors is Dan Kennedy and as I read his sales letters, one of his favorite lines in the sales letter is "I'm not a greedy man." And then he goes on to justify his price and we're the same way. We looked at competing services that charge a lot more than we do. We deliver comparable, even better value, better product, actually, because we discourage black-hat tactics and don't permit that and so we have a better reputation and yet we don't see the need to charge exorbitant fees at this point.

Maria: All right. Fantastic. Well, listen, everyone have a great day. Everyone has a hidden success hidden in you, so go out, just do it. And, Willie, thank you yet once again for everything you've offered to us.

Willie: Thank you.

Maria: Thank you. Bye-bye.

Willie: Bye.