

4 1/2 Hour Traffic Week



Creating Ongoing Traffic in
Only 4 Hours Per Week
with Bob Yeager

What You'll Need

- A Word Press Blog
- A Web-cam
- A Microphone
- A little creativity
- A You Tube Channel
- The willingness to make more money!



One Article = Exponential Traffic

- Re-purposing content into multimedia formats will allow you to generate traffic at will.
- Let's start with writing ONE article that contains 600-1500 words.
- Be sure you include at least one keyword phrase in your title and throughout your article



Re-Purpose #1

- When writing your article, you will want to create at least 3-5 subcategories throughout the piece.
- It's great if your subcategory contains your keyword or some relevant keyword phrase
- Now that you have written your article, write a blog post expanding on the topic of each of your subcategories. 3-5



Re-Purpose #2 and 3

- After you have typed your blog posts into a notepad document...
- ...record a video, summarizing the blog post.
- Here's a neat trick... download the Audacity audio player and, while recording your video, you can record an audio file simultaneously.
- Both the Video and Audio should be 4-6 min



Recap

- 1 Article = 1 Hour
- 5 Blog Posts = 30 Minutes
- 5 Videos = 2 Hours (includes any post production time needed.)
- 5 Audios = 1 Hour
- Total Content = 16 Pieces of Keyword Rich Content within 4 ½ hours :)



That was 1 day

- On the next day:

Post 1 blog post on your Word Press Blog

Then, Post a video on You Tube and post the link to the blog post in the description.

Then, edit your blog post with the embed code of your video. (you are now reciprocal linking with You Tube) then bookmark and ping the blog post and video URLs

Total Time = 10-15 minutes



Rinse and Repeat

- Do the previous posting and video submission process over a 4-6 day period.
- On Each of those days... also submit your audio file to any of the pod-casting networks.
- Be sure to ping your blog, video and pod-cast feeds or URLs at <http://www.PingOMatic.com> and <http://www.PingOat.net>



Finally

- Anytime throughout the week, be sure to submit your original article to <http://www.EzineArticles.com>
- In E-zine Articles, write your author bio box to direct the reader back to your blog.
- Let's look at averages...



Averages

- Average visitors from an E Zine Article= 100
- Average Visitors from a Blog Post that is book marked and pinged = 100-500
- Average Visitors to a Pod-cast that brings visitors back to your blog – 100-500
- Average visitors from video to blog = 100-500



Total Average Visitors?

400 – 1600 Visitors Because of an
Idea from One Article

What would happen if...



You Did this Each Week?

What would happen if...



... you social networked about your
blog posts and videos?

Geez... what would happen if...



... You Asked Your Blog Visitors
to Sign Up for Your Newsletter?

I think you get the picture.



There's Only One Thing that Could Keep this
Process From Working...



A Lack of YOU Taking ACTION!



Thank You for Allowing Me to Teach You Today!

I appreciate you and wish you all the success you deserve with your Internet business.



Bob Yeager – Founder of
The World Entrepreneur
Success Training Program

