

Michael Cheney Presents

HOW TO AVOID THE TOP 20 TRAFFIC DISASTERS!

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Michael Cheney Presents

HOW TO AVOID  
THE TOP 20  
TRAFFIC DISASTERS!

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## Introduction

The entire point behind Traffic Disasters is that if you're not careful they are going to happen to you. Have you noticed how everyone always tells you what you SHOULD be doing but never what NOT to do?

That's where the idea for this e-book came from – I thought;

*"How cool would it be to have a guide on **what to avoid** when it comes to traffic?"*

And so "How To Avoid The Top 20 Traffic Disasters" was born, the e-book you are reading right now.

The first thing I need to share with you is that not only did I write this e-book but I have also been the victim of *almost* all these traffic Disasters!

By sharing them with you here the hope is that YOU can avoid the same things from happening to you.

Like when you see those road safety information shorts on TV – you always think to yourself;

*"It will never happen to me."*

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Well let me tell you right now – it CAN happen to you and it WILL happen to you.. unless you read this e-book in its entirety and solemnly promise never to become another Traffic Disaster statistic!

Please – don't let my painful traffic Disasters be a meaningless nightmare for me. Learn from them to avoid the same thing happening to you!

You promise that for me? Good, let's get started..

## **Disaster #1. Forgetting To Put Your Fuel Cap Back On**

Have you ever forgotten to put your fuel cap back on your car? Not only is it dangerous but you end up costing yourself a fortune as fuel can literally start spilling out of your car – it's just like pouring money down the drain.

You wouldn't want to do this in the 'real world' would you? So why do you do it online?

When you set up a new AdWords campaign on Google to start getting some pay per click traffic into your website be careful that you don't end up costing yourself more than you can afford or get less valuable clicks to your site.

AdWords lets you set a maximum daily spend which is handy for capping your spend. A mistake that I made though was when I was advertising one of my own products.

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So this was a *very* targeted pay per click campaign that I was running to get people into my site that were specifically searching for my product by name.

The reasoning behind this is that, in theory, you should get less tyre-kickers clicking on the ads as people already know exactly what it is they want.

So anyway, I set up the campaign and activated it.



**“Everything looked fine but I checked back the next day and I’d spent a small fortune on clicks and not made one poxy sale!”**

What had gone wrong?

Well, I’d left the tick box on the option “Include Google’s extended site network” or whatever it is they call it. This is basically the option that shows your ads on other people’s websites who are running AdSense ads for Google.

So if you *leave* this ticked you end up with your ads showing all over the place online and not just in the Google search results. For a specific campaign like this you only want your ads showing up in Google as ads anywhere else are going to attract less-targeted clicks.

You can save yourself a lot of money and wasted time by remembering this one!

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Note: I'm not by any means saying to discount using Google's wider network to place your ads outright. All I'm saying is that when you are running a highly targeted, specific product-orientated campaign like this my testing has shown that results from direct search far outperform those from the wider networked AdSense sites.

## Disaster #2. Not Using Your Mirrors

If you don't use your mirrors in your car you have no way of knowing where traffic is coming from or where it's going to and you will crash. It's the same with your website.

You have to use your 'mirrors' to check on where your traffic is coming and where it is going to on your website. It's only when you start to monitor the traffic that's coming into your website (and where it's going once it gets there) that you can really start to improve on what you've got.

For example, let's just say you're getting some good amounts of traffic and you know this because your website statistics tell you you're getting 5,000 unique visitors a month.

Great – this is at least a starting point in terms of the information you have at your fingertips but it's nowhere near enough. You want to start looking at SPECIFICS.

To give you a flavor here are some possible stats you want to get hold of;

- Top referring websites that send you traffic
- Top referring affiliates that send you traffic (if you have an affiliate program)

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- Average length of visit of people to your website
- The most popular pages on your website
- Paths that people take through your website
- The most common exit pages for people on your website

All these things can power up your arsenal so that you can make INFORMED decisions about how to get MORE traffic and get more bang for your buck from the traffic you are getting.



**“You obviously have to be careful here that you don’t fall victim to analysis paralysis.”**

Too many stats and too much time spent poring over them can be a bad thing.

But you should make a point of taking some time each month to take an ECG on your website’s performance. You NEED to know where you are getting traffic from so you can do more of the tactics that are working.

And you NEED to know where people go once on your website so you can convert more of them into optins, sales, affiliates etc.

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## Disaster #3. Trying To Use The Same One Road To Get Everywhere

The problem with only using one single road to get anywhere is that in the end, even though that road may be considered the best for you at that point – things change. You will wake up one day and find that road has been discontinued or someone's put a road block up or put a diversion in place.

And yet this is what I see all too many website owners do and I've been down that one, single road myself. And when it gets shut off or narrowed it hurts.

The most common single road that people use and rely on exclusively is search engine traffic, or more specifically – Google traffic.

If you are getting good rankings in the organic listings at Google for popular phrases it's like dream time. You get floods of traffic without having to do all that much to maintain it.

But it's a false thought to think that it will last forever. Eventually somebody is going to do something that totally rains on your parade. Whether it's Google themselves or other website owners. The law of averages dictates that you are not going to maintain your position and traffic levels forever.

The only exception to this is if you are devoting a LOT of resources to search engine optimization work but *even then* your main source of traffic is totally in the hands of somebody else – Google.

It's like the scary public info ads on TV I told you about before – you never think it will happen to you.

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But let me just ask you - if you are one of those website owners who is right now getting 70% or more of your traffic from Google – how would you feel if someone suddenly turned that tap off?

So this is what you need to protect yourself against.



**“I’m not saying don’t go after Google traffic because you SHOULD. It’s great traffic and there’s plenty of it. Just don’t rely on it too heavily or to the exclusion of everything else.”**

This is another reason why it pays to get to grips with pay per click advertising methods. If you quickly set up pay per click campaigns that are profitable and send you good traffic then any unexpected roadblocks that come your way can be dealt with in the short term using PPC until you find a longer-term solution.

Ideally of course – you will already have many different streams of traffic in place so you’ll be ready for worrying possibility. So there you have it – don’t just use ‘one road’ to the exclusion of all others – it’s a dangerous habit to get into.

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## Disaster #4. Trying To Fool The Police

You cannot fool, hide from or outrun the police. Search engines are no different. The Google police and the others are all the same – they have set down laws that are not meant to be broken. If you do break them or you ‘bend’ them you risk being banned from the roads / search engines altogether!

A classic error I did on this front was to get over zealous about the number of links I had coming into my website. That in itself is not a problem – as any marketer worth his salt will tell you – the more people that link to you, the better. BUT.. *and THIS was my mistake* – I was asking everyone who I was exchanging links with to use the same phrase to link back.

BIG mistake let me tell you. Now it wasn’t as if I was purposely trying to outwit the search engine police or break the law. I just knew that the more people who linked to me using a certain phrase the higher my website would be in the rankings for that phrase.

Now this does actually work to a certain extent but not if you OVER DO it like I did. The phrase I was using was “internet marketing” by the way. And after a few weeks and many reciprocal links later I had a few hundred sites linking back to mine using the phrase “internet marketing”.

So far so good right?

Well, yes, at first. But then..

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**“I woke up one day and disaster had struck! All my traffic was wiped away in a flash..”**

Not only had I been removed from Google but I was using the “one single road” strategy for traffic and had virtually no other traffic sources to switch over to in the event of just such a disaster.

So yes – my search engine traffic (for ALL phrases and results remember!) got wiped out over night.

What did I do?

Well firstly I slapped my forehead as hard as I could to try and get some sense back into it. Then I started undoing the mess I had created..

The result?

Nothing. At first. But then slowly after a few weeks I noticed my site appearing in the Google index again. And I started to gain good rankings for the new phrases.

Interestingly – because the new phrases I developed mostly included the word “marketing” or “internet” (though rarely together) I actually got back my high rankings for that phrase.

At the time of writing one of my sites is still on the 2<sup>nd</sup> page globally of Google.com for “internet marketing” from a bajillion results.

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The lesson? Don't !\*&% with the Google police.. ;-)

### Disaster #5. Stalling

We've all done it. You buy the e-book. You watch the videos. You attend the seminar. And then nothing happens...

For some mysterious reason (maybe you get overwhelmed or maybe you're just lazy) all that powerful knowledge that you KNOW can bring you everything you need just goes to waste.

You stall.

You will have heard this much-used phrase;

*"Knowledge is power."*

Don't let anyone tell you that ever again. Why? Because it's absolute garbage. Knowledge is NOT power..

KNOWLEDGE **APPLIED** IS POWER

Big difference. VERY big difference.

So the next time you invest your hard-earned pennies in an information product, like MichaelsTrafficVideos.com ;- ) don't let it go to waste. Here are some easy to implement techniques for making sure you don't stall;

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- **Take Notes As You Go.** The mind remembers more when you capture things and actually DO something as you are learning. The physical act of writing (or typing) something down helps *burn it* into your memory and psyche.
- **Repetition Is The Key To Success.** Read things then read them again and again. Human nature being what it is we all assume we know a lot already. You will tend to skim-read on your first pass at information. It's only when you come at it a second, third and even fourth time that you REALLY start to ingratiate that information into your daily practices.
- **Create an Action Plan.** As you learn new techniques and strategies think about how they directly apply to YOUR situation and create your very own Action Plan as you go that you can work from to attain your goals. (By the way, if you wisely invest in [MichaelsTrafficVideos.com](#) you get a personalized Action Plan suited to your working style). And, of course, no Action Plan would be complete unless you..
- **Set Your Deadlines.** Put specific dates on each of the elements in your Action Plan. This is another way of getting your mind to act on what you have set it. If you don't put dates against things then they never get done. Write the dates down – you must have a list! Have you ever tried to your weekly grocery shopping without a list? You come back with garbage you never normally buy and forget some of the essentials. Why? Because you haven't *burned it* into your mind by writing down a list of things you want.

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## Disaster #6. Buying A Deal Of The Century Ferrari For \$100

Have you ever seen those ads and sites that 'guarantee' you first place on 'all the search engines' for 'only '\$100'? They're hysterical!

You are wasting your time. Even IF the companies offering this that aren't *total* scam merchants are still being economical with the truth.



**"The 'first place' on the search engines can often mean 'first page' and also some of them just take your money and go and run pay per click campaigns that you could do yourself for half the cost and with better results than them!"**

*"Excuse me sir would you like to buy this top of the range Ferrari that always comes first place and it's only \$100?"*

Shove it.

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## Disaster #7. Taking Long Routes Just Because Some Roads Have Tolls

It took me a LONG time to come around to pay per click traffic and realize that not only is it a very quick and cost effective method for getting traffic it's an *ESSENTIAL* part of the total traffic mix. You need to be competent at running *profitable* pay per click campaigns.

Notice that I said PROFITABLE.

This is what a lot of people forget about – just getting lots of traffic quickly because you can spend a few dollars does not make you a Pay Per Click expert – it makes you a Pay Per Click dangerous weapon. You're like driver doing 100mph in the fast-lane – whilst blindfolded.



**“A monkey with a credit card and an AdWords account can get traffic from pay per click but the trickier part is actually making it profitable and that means testing.”**

Testing the ads themselves. Headlines. Different verbs. Different display URLs.

But also testing what happens AFTER someone clicks on each of your ads. You need to work out what the average value per visitor is for your site. So what if you are only paying 10 cents per click when none of these visitors actually spend anything with you.

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And this also brings up a wider, more important point which is that paying for things on the Internet is not only inevitable, it is *essential*.

If you don't ever consider paying for traffic you are missing out on a LOT of traffic - traffic that you cannot get from any other sources and your competitors are enjoying right now like the cat with the cream.

Again this is a big mistake I made for a long time. It was only when I started investing in my learning online that I really started to make the big bucks. And looking back it's no surprise.

I had the foolish mentality that I had to do it *my way* and that I had to go *against* the grain of what everyone else was doing rather than *with it*. What a fool I was.

I literally spent YEARS in the Internet marketing wilderness going round and round in circles trying to reinvent the wheel when there were countless models for being successful right in front of my nose. Only I didn't want to "waste" a few measly dollars on them.

**Please – if you get anything from this e-book please let it be this.**  
As my favorite thinker, Jim Rohn says;



**“Your personal income rarely exceeds your personal development.”**

You need to be investing time and MONEY on you – who you are, what you know and what you can do to help you get to where you want to be.

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And remember – there are countless products and resources out there that can multiply your earnings very quickly if you invest in them. Did I mention [Michaels Traffic Videos](#) ? ;-)

## Disaster #8. Getting Stuck Under The Hood Of Your Car

You know those super nerds that are forever tinkering with their vehicles? You know the ones – speccing out this, twiddling that, measuring this, calibrating that. They spend more time messing around in the garage than they do on the road.

And this is exactly what you need to avoid! You need to make sure that you don't find yourself getting caught up in the super-nerd world of search engine optimization and Googlology.

You know how it goes – you visit google.com every day to see what your ranking is for each of your 101 phrases. You then go off and do the same for MSN. You keep a little chart of your progress and where you are ranked for what.



**“Congratulations! You have just successfully wasted another entire day in the ‘Search Engine Garage’!”**

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Now don't get me wrong – there's nothing bad necessarily about search engine optimization (SEO) but you need to approach it the same way dentists approach their X-ray machines..

Dentists know *roughly* how the X ray machine works. They have to as they use it every day in their business. But when you get your teeth X-rayed have you ever noticed what the dentist does?

That's right – they bugger off out of the room double quick time because if they get OVER EXPOSED to X-rays as part of their daily routine they will become ill and not be able to work.

You get my point?

Yes, get to know a little bit about search engines (or more if SEO *is* your business model) but leave it at that. Like the dentist you need to know *roughly* how it works but you don't want to be exposing yourself to it in large doses every day!

## Disaster #9. Inventing A Flying-Swimming-Hover-Car

Have you seen those so-called flying cars? You know – the ones that are basically small light aircraft with wings that fold?

Or how about those amphibious vehicles that look like boats with wheels nailed on as an afterthought?

You know what's wrong with these multi-purpose contraptions? They do many things poorly and no one, single thing well at all.

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It's the same with your key phrases. These are the words you use to attract traffic to your website. You do the research to see what phrases people are typing into search engines that match what your website provides and how often they are typed in and how many other websites are using them.

These are your key phrases.

So where does the amphibious-flying-hover-car come into it? Well, the worst possible thing you can do with your key phrases is bundle them altogether and try to get traffic to all pages of your website.

The entire effect gets diluted. This is a big mistake – if you place ALL your key phrases on ALL your pages then how on earth will a search engine know what that page is relevant to or good for?

Exactly – you end up with a page that is the jack of all trades and master of none.

Instead what you need to do is conduct your key phrase research and then divide up all your phrases and ideally create a page of content for each phrase. Each page then becomes a MASTER at that topic and the search engine INSTANTLY knows what that page is for.

**Q.** *“Isn't this a lot of work Michael?”*

**A.** *“Do you want to sit on your ass now and pay BIG later or would you prefer to pay a little now and sit on your ass as much as you want later?”*

Yes, it takes work. Notice how what we do is called 'making money on the Internet'. It is NOT called 'getting money on the internet' or 'magically creating money on the internet whilst sitting on your ass'.

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**“You are in the business of MAKING money and MAKING means DOING.”**

So – you do your keyword research and get as many relevant phrases as you can and start optimizing your pages with one assigned to each phrase. You get the idea. With the phrase you rate the best being assigned to what you deem to be your most important page.

## Disaster #10. Polishing Your Car But Never Using It

You know those guys who wax and polish their car every day yet never seem to drive it anywhere? You know – the ones who treat their car like some God-like creation that is to be admired and not used.

Well, you can fall victim to this same disaster with your website. I know I did.

There was a point when I looked at my website (I only had one at the time) like it was my baby. And it WAS my baby – I created the darn thing from scratch. Chiseled every edge and hammered every nail on that sucker.

It was a work of art. But it also made fewer sales than a Saharan umbrella salesman.

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**“My site looked amazing but it was making me NO MONEY and yet still I treated it with kid gloves.”**

People would come up to me with all these ideas;

*Person: “Why don’t you put some ads onto the site to make money?”*

*Michael: “No.”*

*Person: “Why don’t you put some sponsored items on the pages to make some money?”*

*Michael: “No.”*

*Person: “Why don’t you start offering something for sale via the site to make some money?”*

*Michael: “No.”*

I would not budge. This was my site. This was my beautifully-designed website that visitors loved and adored as much as I did. So what was my problem?

I thought ‘content = good’ and ‘advertising = bad’.

It cost me a lot of money in those early days.

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Let me tell you from bitter experience – don't get too close to your website if you want to make money online. This doesn't mean you need to sell out completely and plaster ads and promos everywhere.

You don't need to put anything on there if you don't want to. UNLESS you want to make money!

It's all about balance of course. And what I found is that my visitors' tolerance level for ads and such-like was a LOT higher than mine. I put the first lot of big ads on my site expecting the worst from my site's regulars and you know what happened?

Precisely nothing at all. Not one email. Not a peep. Nobody cared!

And you know what? I made easy money right away! I had been sitting on a gold mine all that time.

In fact, this is one of the easiest ways to monetize your traffic – get ads on your website. Whether it's private banner ads, sponsorships or AdSense – it's sure to generate you *some* money on autopilot. And if you're already doing it – do more of it!

Done right – more ads on your website can actually IMPROVE the appearance of your website and improve the experience of visitors. You need to get relevant ads that add as additional resources AFTER people have read the information you are providing them with.

Forget worrying about losing traffic. This was another thing that held me back. I worried that if I sent visitors to other places then I'd be losing them.

But the truth of it is this;

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People will click on what they WANT to click on. If they don't find what they want on your website then they're going to leave *anyway*.



**“So why not let people exit your website and PAY you for it at the same time?”**

What happens is if you always focus on adding lots of fresh, regularly updated, great content then people will come back to your website time and again and each time they might click on an ad and make you money!

How cool is that?

So remember – don't be a 'car polisher' who never fully utilizes their vehicle. Maximize the virtual real estate you've already built up and don't be afraid to put more ads on your website to MAKE MONEY.

## **Disaster #11. Being A Constant Learner Driver**

You ever find yourself telling others that you're a Newbie? Don't do it! It's bad for you. If you keep referring to yourself as a Newbie then you are cheating yourself.

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You are basically giving yourself the excuse not to move forward at all;

*"Oh this is too advanced for me – I'm just a Newbie."*

What you're actually doing here is condemning yourself to the status of the dreaded PERMANEWB. You know the guy you see at ALL the seminars who's always "working on something" but hasn't made one red cent in 12 months..

That's not YOU is it?

The only way you will get traffic is if you first learn WHAT you need to do and then you GO AND FREAKIN DO IT! Do not rely on the fact you are a 'newbie' as a crutch to avoid moving forward.

As Tony Robbins says;



**"Comfort zones kill the human spirit."**

If you go through a day not feeling challenged you are not growing – you are slowly dying mentally and financially. It's only when you force yourself to keep pushing back the envelope of what you can achieve that you will really start to get what you have known all along that you deserve.

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Get out of the Newbie lane now and forever! If you are reading this – you are NOT a Newbie. Seriously, lose the Newbie tag.

## Disaster #12. Getting Arrested For Stolen Vehicles

Now I've firstly got to tell you that I have *never* committed this one myself but you need to know about it all the same. I can't believe how many times people have asked me this question at seminars;

*"Is it okay to find someone's article and just use it on my website?"*

No it is not! Not only is it highly unethical it is also not the best thing to do from a traffic point of view. I've had conversations with potential 'vehicle thieves' before and they've said;

*"Well what about if I change the article a bit – surely that's okay?"*

No! It's totally dishonest. Just because we're talking about the Internet here some people just think that gives them a right to throw morals, law and common decency out of the window.

It irritates me! (Can you tell?) It's like a guy who bought everything I've ever produced online and then refunded on *every single item*. In communications with him prior to the refunds he said he was very happy with all the products. Then came all the refunds for each and every product..

..so I emailed him and asked why he had refunded on every product I've ever made and he replied;

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"I'm not that well-off and need the money so thought I would use all your products and just get your refunds. Hope this is okay and we can maybe work together in the future."

Seriously! I am telling you EXACTLY as it happened and reading it back just now I can hardly believe it myself. My jaw fell out when I saw that email – it's downright stealing but for some reason, because this is the Internet and it's digital goods some people choose to somehow remove it from normal business and decency.

Anyway, my point here is that you cannot get away with theft of any sort online whether it's articles, products or anything else.

You've got to sleep at night remember and answer to our 'Domain Manager' in the sky on judgment day.. ☺

## Disaster #13. Crashing Due To Satellite Navigation Failure

I refer to this when you set off in a direction for traffic but don't actually plan where you're supposed to be heading in the first place. You always have to remember what your ultimate objective is and what type of traffic best suits your needs. Don't just go down one road of getting traffic because you can. You should rather choose your route carefully in advance, based on where you want to end up.

It's quite easy to fall into the trap of thinking that just because something is easy to do that that's the only thing you should do, or indeed you should start with that method.

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The best thing to do when you're trying to get traffic is to plan it all in advance and work out not just how you want to get traffic and which ways you find easiest, but also the type of traffic that's going to produce, the quality of that traffic, how targeted that traffic is, and what you can actually do with the traffic when it comes to your website.

We're all focused on getting the numbers into the site, but if you don't think and spend time planning what you're going to do with those visitors once they arrive on your pages, you can spend and waste a lot of time and money getting the wrong traffic to your site.

So try and work the thing in reverse.



**“Reverse engineer the process and actually decide where the ultimate goal is for people once they land on your site.”**

Are you trying to sell to them? Are you trying to get them in an opt-in list? Do you have different products that you wish to sell to them? Are you going to be selling to them on the back end?

All these things will actually dictate, and should dictate, which traffic methods you decide to use. Normally this will end up giving you a very structured plan of traffic that's going to come from multiple sources and help you to reach the objective that you set well in advance.

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## Disaster #14. Having A Speeding Ticket Slapped On You

The next method I'd like to talk to you about is the speeding ticket. I call this one the speeding ticket because it involves doing something far too quickly. If you add a lot of pages to your website too quickly, it can actually cause you to be dropped from the search engines.

Now this happens if people use spidering, crawling or scraping software. This software will actually go out and create pages for you, or you can get pieces of software that you just hit a button and it will create hundreds if not thousands of pages.

Now these pieces of software are a very appealing idea to some people and they use these products to crank out thousands of pages at a time. Now the idea in principle is not an altogether bad one, that of creating content.

But when you start creating content like this, not only is it often quite poor content and spammy, but also the temptation is to add it all to your website at the same time. As you know, the more content you have on your website, the more words you have on your website, the more chances you have of being found in the search engines.

Pretty much every different type of phrase you have on your site is a different chance and opportunity to turn up in the search engine rankings. So it stands to reason that if you have hundreds if not thousands of pages of content on your site, you can stand a better chance of being ranked than someone else who has a smaller amount of content.

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**“The danger here is that if you do add all these pages at the same time, or even if you only partially stagger it, the search engines recognize this and can penalize you.”**

This happened to me personally when I tried this technique, when I got lazy one time and was looking for the easy route. I tried one of these software solutions to add lots of pages of content to my site, and virtually overnight I was dropped from all indexes.

So whatever you do, make sure you don't do this. If you do use this type of software, you should really stagger the additional pages to your site over a period of time. There are versions of software that will actually drip feed new content onto your site over a period of time, which means the search engines won't be alerted to you adding all this content.

At the end of the day, it comes down to what I like to call the natural approach.

Everything tends to mimic nature, and search engines will try and copy this as well. So if you're doing something that looks unnatural, like adding a lot of content instantly overnight, that looks unnatural to a search engine. It doesn't appear like natural growth. It's almost like cancer. It's appeared overnight. It's exploded far too quickly, and it will set flags for the search engines.

So avoid a speeding ticket and don't add masses of content to your site in very short periods of time.

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## **Disaster #15. Suffocated By The Traffic Jam**

So what is the traffic jam? The traffic jam is when you get caught trying to do exactly the same as everyone else and compete for the same keywords and the same traffic using the same methods.

It ends up in a massive traffic jam because you're competing with far too many people, all trying to attract the same traffic. This applies not just to traffic, but also to your whole internet marketing approach.

If you jump on the bandwagon and try to do what everyone else is doing, you'll be splitting the effectiveness of your work. You need to spot the opportunities and the gaps that maybe nobody else is doing, or at least only a few people are doing.

If you follow the masses when it comes to your competitors, you run a real risk of actually dividing your profits. The only occasion when you should follow the masses is when you're actually approaching market. If you start to follow one specific traffic tactic, or go after one or two specific key phrases that everyone else is also trying to attract traffic for, you'll find your efforts and your results will be diluted because you'll be fighting it out with lots of other people all at the same time.

So don't get caught up in the traffic jam!

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## **Disaster #16. Shot To Pieces In A Drive-By**

I call this one the drive-by because it can get you shot down.

The drive-by is when you're running ads, pay per click ads on Google for example, and they get shot down by your competitors, leaving you dead because you weren't monitoring them.

This can apply not just to pay per click ads, but also your rankings in the search engines and other sources of traffic. Drive-by happens because you aren't keeping your awareness of what's happening in the market. You have to be aware of your competition at all time.

Now if you can't keep an eye on the competition, then you should at least keep an eye on what you're doing yourself. That's why, when it comes to pay per click ads, you need to track and test, but also measure what's happening on an ongoing basis.

Just because a series of ads or one campaign has been profitable for a week or a month or even six months doesn't mean that suddenly overnight it can't be taken out with a drive-by because you weren't paying attention.

So monitor what's happening. Don't just assume that the traffic methods you implemented will continue to work forever and ever. You need to make sure, testing your web stats and looking at other metrics to make sure they're still being effective and you haven't been subjected to a competitor drive-by.

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## **Disaster #17. Crashed To Smithereens By Looking In Your Rear View Mirror**

You can fall victim to a rear-view mirror crash by spending too much time reflecting on how you're doing and stat checking so that you're no longer driving. I know this goes against what I was saying earlier with the drive-by. You do need to monitor things.

But as with many things in life, this is all about balance. You can't look at the statistics and fall into analysis paralysis, but at the same time you can't constantly be driving forward and not actually looking at what you've done and how you're performing.

If you spend too much time looking in the so-called rear-view mirror of your traffic and looking at how the stats are going or clicking on refresh to see how many hits you've got, or checking your rankings every few hours on all the different search engines for all your different phrases, you're not actually moving forward. You're doing what my good friend Mike Filsaime would describe as "treading water" rather than "swimming forward".

If you're treading water, eventually you're going to die because you're not moving forward. So you need to tread water, which is checking your statistics, but you also need to move forward by swimming. To do that you need to be constantly looking for new ways of getting traffic and improving on existing ways, not just measuring what you've already implemented.

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## **Disaster #18. Caught Driving Under The Influence**

If you see somebody advising you to engage in questionable search engine optimization tactics, then you're possibly driving under the influence. Let's just say you're influenced by this so much that you step over to the dark side and start engaging in black hat SEO techniques.

If you've never come across the phrase 'black hat,' it refers to things that are not officially allowed or accepted by the search engines. Anything that is ok with the search engines is referred to as 'white hat,' and anything that's in-between is, no surprise, called 'gray hat.'

If you're influenced by somebody that's peddling 'black hat' techniques and you're influenced by this so much, you're always running the risk of getting pulled off and penalized by the search engine police.

We've all faced the temptation at one point or another to engage in the latest trick or fad or search engine cheat method to rise to the top overnight. Although these can attain some short-term benefits, the long term benefits are non-existent and can lead to being removed from the index or even banned altogether.

So try and avoid the 'get traffic quick' temptations of black hat. You don't want to always be looking over your shoulder wondering if you're going to be removed from the indexes. It's far better to create quality content on your site and lots of it and start getting high rankings in the search engines for all your best phrases on merit, rather than just applying some wizard black hat technique.

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## Disaster #19. Skidding Wildly Off The Road Because Of Bald Tires

If you don't have enough friction or *conviction* in your website then you will end up totally careering off the road. You need to be determined, committed and totally convinced that your website and its goals are true to who you are as a person.

Think I'm being wishy-washy here? Let me tell you – if you aren't totally *passionate* about the subject matter and overall mission of your website that it will show in your copy.

Also, whenever you face challenges with traffic or anything else then you are not going to have what it takes to continue. You will not have enough friction to stay on the road towards success!

## Disaster #20. Caught Dangerously Tailgating

Tailgating is when you follow the volatile hot trends of search engine optimization or traffic generation methods, rather than adapting the long-term strategy of developing quality content.

If the people you're tailgating or following closely behind with these hot trends and new borderline acceptable techniques actually end up crashing and burning, then you're going to crash right into the back of them. Hence the phrase tailgating.

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So be your own manager of traffic. Don't be tempted to start tailgating the latest hot trend or new killer technique just because everybody's talking about it.

It's easy to forget that there are still traffic techniques available that are just as effective now as they were one, two, and even five years ago.

So there you have it. You now know the main traffic disasters to avoid. I hope this information has been useful to you. Although you're now armed with what you shouldn't do, I'm sure you'll still need some further information on what you should do.

## Disaster #21. Falling Asleep At The Wheel

You thought I said there were only 20 Traffic Disasters? Well this last one – Falling Asleep At The Wheel – is the BIGGEST killer of them all.

You can easily get caught out thinking that you know all there is to know about traffic or that you know enough to get by. But meantime – other people are over taking you all the time as they perfect new Web Traffic 2.0 methods.

You cannot afford just to rely on two or three different traffic methods. What you learned about traffic six months ago is no longer relevant.



**“You must not fall asleep at the wheel – you must stay ahead of the competition by learning the best and most advanced traffic techniques!”**

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That's why I've created a powerful series of how-to videos that show you step-by-step how to generate masses of traffic from virtually any source you can think of. I've created these videos from my 12 years' experience online and they include lots of traditional methods, some new totally undiscovered methods, and also some methods that are so off-the-wall you won't believe how effective they are.

The big thing with traffic is that *there is no one big thing for traffic.*

You need to be using multiple sources in parallel with one another. If you go where everyone else is you're going to be splitting a small piece of the pie. However, if you employ some of the techniques that I show you in the videos, there's next to no competition in these areas and you're going to get a large slice of what is sometimes an even larger pie.

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I wish you all the very best for you in your traffic endeavors – all I ask of you is that you be honest to yourself and continue to learn all the time. The more knowledge about traffic that you arm yourself with – the further and quicker you will travel!

To your success,



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A stylized, handwritten signature in blue ink, appearing to read 'Michael Cheney'.

(Michael Cheney)