

## The Seven Most Shocking Traffic Myths Exposed!

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*New report reveals never-before-told truths behind seven of the most shocking traffic myths that will drop your search engine rank like an anvil if you fall victim to them ...*

**“By This Time Tomorrow Hundreds, Even Thousands, Of Websites Like Yours Will Watch Their Traffic Dry Up Like The Sahara Desert And Their Income Sink Faster Than The Titanic!”**

The REAL question is ...

**How can you be 100% sure this won't happen to YOU?**

*It's simple ...*

Take the next 5 minutes and read this shocking report to **discover the truth behind these traffic myths ...** and what you **MUST** do to avoid being the next victim!

# The Seven Most Shocking Traffic Myths Exposed!

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This shocking report is brought to you by  
Jason Dolman & Richard Legg

re: The lies you been told about getting traffic to your sites!

## Dear Aspiring Traffic Expert,

**I**t's an unfortunate occurrence, but the facts remain ...

More and more websites are being banished to the  
**search engine dungeons** because they don't know the  
truth about generating traffic!



They continue to fall victim to every scam and half-truth out there only to  
find themselves lighter in the pocketbook and no where closer to the top of  
the search engines.

## How Can Anyone Resist The Temptations These Snake-Oil Salesman Flaunt?

Get 100,000 unique visitors for just \$97.

Blast your site to 1,000,000 people in the next 24 hours.

Get a guaranteed #1 position in the search engines today!

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You've seen them before and maybe you've even fallen victim to one of them yourself.

Even if you haven't been duped by these scams, you've probably been mystified by one of the other myths I expose in this report and don't know how badly you've suffered as a result.

Then one day, while checking your website stats you watch in horror as your traffic plummets ... taking your profits with it.

### **Traffic Is The Lifeblood Of Any Website ... Without It You Are Doomed To Failure!**

Fact is, generating traffic is NOT as simple as some people would like you to believe.

And a lot of people with good intentions fail to reap the massive benefits that sustainable, targeted traffic can provide by falling for the same tricks over and over again.

But, I'll be honest with you – anyone and I mean ANYONE can flood their website with targeted, sustainable traffic if they are shown **how to do it!**

That's exactly what I'm going to do today -- **help you by exposing the pitfalls you must avoid ...**

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### **ATTENTION:**

**If you are (or plan to be) a Niche Marketer,  
Affiliate Marketer or AdSense Marketer,  
you must give this report a quick read!**

DO NOT stuff it away on your hard drive or put it off until later ... *it's that important to the bottom line of your online business.*

**"This Is  
Your  
Wake-Up  
Call!"**



**This report shatters some of the  
most deeply rooted traffic myths and  
exposes them for what they truly are!**

*So, with that said ...*

**Let Me Expose Seven Of The Most  
Shocking Traffic Myths Right Now ...**

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### Traffic Myth #1: Submit To 5,386 Search Engines ...

This is one of the most popular advertisements you can find online and it's the one whose **probably claimed the most victims**.

These ads promise to submit your site to numerous search engines and directories and deliver tons of traffic in return.

Some of these companies even *trick you into signing up for a monthly fee* by scaring you into believing that you need to constantly re-submit your site in case it gets de-indexed.

The allure behind the claims made by this offer is very attractive to someone trying to get traffic to their site and that's why you'll still see the ad today – because people continue to fall for it.

The problem is ... **IT DOESN'T WORK!**

There are many search engines, but only a few of them – Google, Yahoo, and MSN – are used by most people ... the other 5,383 will be lucky to get you a few visitors PER YEAR.

Plus, just submitting your site to a search engine or directory doesn't mean that anyone is going to see it.

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Not only are most of the search engines and directories you're submitting to obscure and unknown, but ...

***NOBODY VISITS THEM!***



.. it's just tumbleweed rolling through like the old West!

**Real human visitors WILL NOT find your site this way.**

You're basically adding your website to a directory or search engine database with millions of pages, so good luck having people find your site among the rest.

Even though you should be convinced by now that you won't get any visitors submitting your site using these services, you might still wonder about the search engines themselves.

I mean, that's why you should use these services, *right?*

**To get the search engines to index your site! ... **WRONG!****

You don't have to submit your site to the search engines or directories to get them to index your site.

The search engine spiders that crawl sites indexing content follow links from one site to the next to discover new content **AND** to assess the importance of sites ... *more on that later.*

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You just need to have links from **OTHER SITES** -- not directories that you paid for submission -- to get the attention of the search engines.

I would hope at this point you're convinced that paying to submit your site to the search engines or directories is a waste of your money.

But, just in case you're not ... *I'll dispel some more myths for you:*

### **You should even resubmit your site too!**

**FALSE!** Resubmitting your site will NOT help your ranking or put your sites back into any index if they happen to get dropped.

### **You must submit EVERY page of your site**

**FALSE!** **Search engine spiders follow links** – even the ones on your site. As long as you have links leading them to the different pages of your site **YOU DO NOT** have to submit every page.

**Allow me to make this crystal clear:**

**You DO NOT Need To Pay To Submit Your Site To The Search Engines Or Directory Sites!**

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### Traffic Myth #2: Guaranteed Top Position In ...

For a long time, I actually fell for these ads myself until I realized the “trick” behind it.

Thankfully, I didn't invest my hard-earned money into any of these offers, but I sure was tempted – and I'm sure you've been too!

Here's the biggest problem with these offers - and it's the same as the search engine submission ads ...

### They Won't Bring Visitors To Your Site!

I'm sure at this point, you're saying to yourself:

“But, they GUARANTEE a #1 position in [insert search engine]!”



Don't get me wrong ... you'll probably get a top position in the search engine they claim, but that's not the problem. **Why?**

Because in almost every case that “#1 ranking” you get will be for a phrase that **no one will be searching for.**



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The problem is that **NOBODY** is searching for the phrase that you just **PAID** to get top position for.

Since nobody is searching for that phrase ... nobody is visiting your site through that phrase either.

*Take this example to help make things clear:*

You setup a web page and fill it with a bunch of content and make sure that you use the phrase "incredible cat burglar" at least once.

After you get your site indexed by the search engines, go and do a search for "incredible cat burglar" and guess what you'll find ...

**Your site in the #1 position! YEEEEAAAH!!!**



It's just too bad the no one else is searching for that phrase and will ever see your site listed at the top of the results.

**You'll have your #1 spot, but it doesn't mean a thing if that listing doesn't produce visitors**

There is FIERCE competition for the most searched phrases in any niche and it's difficult to rank highly for these competitive terms.

***A fact that makes these ads very misleading.***

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Even if these ads were able to give you top positions for keyword phrases that people were actually searching for, there's still one more hurdle ...

### **The search engines are always changing their algorithms!**

These companies might be able to get you a top position in the search engines – even for a phrase that is actually searched for – but there is **little to NO WAY they can GUARANTEE you'll stay there.**

No company can consistently achieve top rankings in the search engines for even just semi-competitive words and phrases, let alone give you a guarantee you'll stay there forever.

*That being said ...*

### **You DO NOT Need To Pay For Top Search Engine Positions!**

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## Traffic Myth #3: You Get What You Pay For!

If you're not already convinced that you don't always get what you pay for, let's take a moment to **dispel yet another myth** ...

### PPC is more effective than natural SEO!

Microsoft adCenter



Here's the thing. This is another one of those "True, but" statements that seem to burden the traffic and SEO community.

Yes. PPC can be more effective than natural SEO,

but ...

***IT'S ONLY SHORT TERM!***

Unfortunately, this statement won't pass the test of time because people trust organic search results more than PPC ads ...

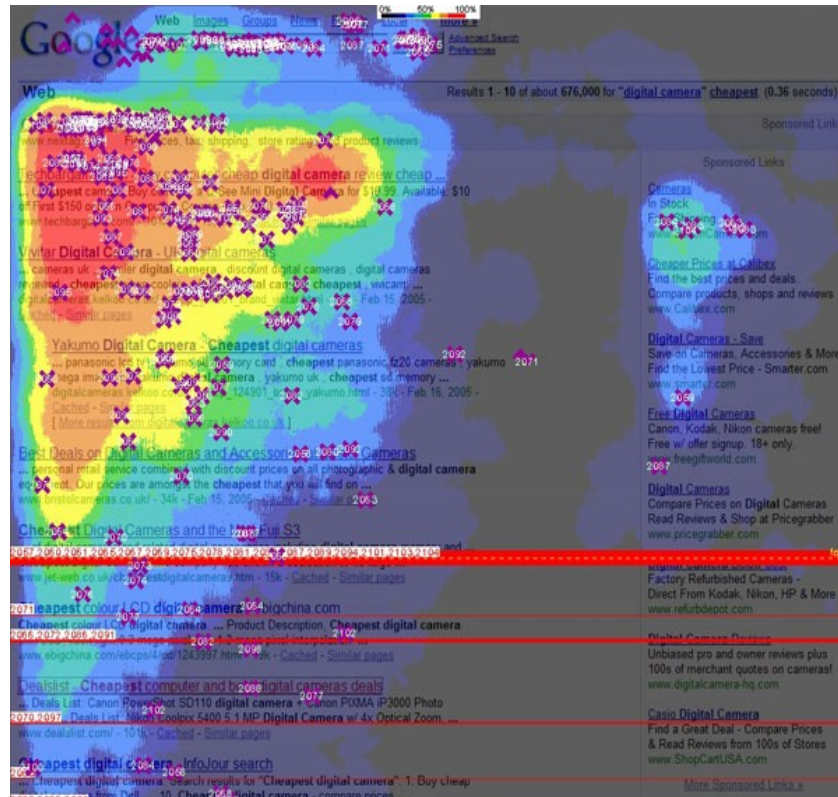
... and I'm not talking about some theory or hypothesis.

I'm talking about a fact – thanks once again to our friends at Google who bring to us ...

## The Golden Triangle

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Even though they say that a picture says a thousand words ...



... this one deserves some explanation.

It might look confusing at first ... but it's not.

It's an **eye-tracking study** that maps the attention that visitors pay to different areas of a Google search results page. Red is hot ... blue is cold.

As you can see, most of the attention is paid to the top left hand portion of the page – **THIS IS WHERE NATURAL SEARCH LIVES!**

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Lots of people are aware of the fact that the sponsored ads are displayed on the right hand side of the page.

So much so that people divert their attention away from them towards the natural search engine results – most notably the top 3 placements.

Face it. Regardless of the medium – TV, radio, print – people are diverting their attention away from ads and it's no different with PPC advertising.

The “**golden triangle**” traps people's eyeballs and draws them towards the only long term traffic strategy worth pursuing – natural search.

That's not to say that PPC advertising doesn't have it's place ... because it definitely does – as a great testing ground.

It's great for dipping your toe instead of jumping head on into the deep end.

Just set up a campaign and use the information you collect to analyze whether or not you should move into the market or go ahead with the idea.

If you move ahead, put your efforts towards natural search because ...

**You DO NOT Need To Pay For Your Traffic!**

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### Traffic Myth #4: The Duplicate Content Penalty Is A LIE!

I'm not going to mince words here.

A lot of people have their bread and butter entrenched in tactics that get killed when this myth gets exposed and that's why it's so hotly debated.

The biggest issue they face though is that results don't lie!



You can check it out for yourself - just grab the title of any article you find on eZine Articles that's at least a few weeks old and search for it in Google.

Go to the last page of search results and pay special attention to the statement that's displayed after the last result:

*In order to show you the most relevant results, **we have omitted some entries very similar to the xx already displayed.** If you like, you can repeat the search with the omitted results included.*

The search engines are only concerned about one thing ... **RELEVANCE!**

They want people to come back to their search engine and look for information again in the future.

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**The only way to do that is to give them the BEST RESULTS possible.**

... and the biggest piece of the puzzle behind giving the best results is avoiding duplicates – 'the very similar results' Google already displayed.

***Think about it.***

How likely would you be to return to a search engine if all of the results from your search were EXACTLY THE SAME?

That's obviously an extreme example ... but you get the point.

It's especially powerful because Google, Yahoo, MSN and the others don't want any duplicate content in their results.

They want to give the people using their search engine the best possible results, so if you think tricking them into showcasing 100 copies of the exact same content is the way to go ... **YOU'RE WRONG!**

***Google is more than happy to place duplicate content into its very own dungeon – the supplemental results.***



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It doesn't matter if you're taking the content you find on article directory sites and posting it to your own site or submitting your own articles and press releases to let others use as content ... it's all the same.

Duplicate content is duplicate content and not only do the search engines look for exact duplicates ... they look for **near duplicates too!**

But don't take it from me. **Look at what Google software engineer and blogger Matt Cutts' has to say about it:**

**Q: "When does Google detect duplicate content, and within which range will duplicate be duplicate?"**

**A:** "Good question. That's not a simple answer... the short answer is, we do a lot of duplicate content detection. It's not like there's one stage where we say, *OK, right here* is where we detect the duplicates. Rather, it's all the way from the crawl, through the indexing, through the scoring, until finally just milliseconds before you answer things.

And **there are different types of duplicate content.**

There's certainly *exact* duplicate detection. So if one page looks exactly the same as another page, that can be quite helpful, but at the same time it's not the case that pages are always exactly the same. And so we also detect *near duplicates*, and we use a lot of sophisticated logic to do that.

... and if you think running your duplicate content through some kind of article rewriter is going to do the trick ... think again (from Matt Cutts):



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“The wrong thing to do is to try to add a few extra sentences or to scramble a few words or bullet points trying to avoid duplicate content detection. If I can spot duplicate content in a minute with a search, Google has time to do more in-depth duplicate detection in its index.”

To get a true feeling for the scope of this issue, you can even take cues from the actual patents that Google has filed related to duplicate content:

“Improved duplicate and near-duplicate detection techniques may assign a number of fingerprints to a given document by (i) extracting parts from the document, (ii) assigning the extracted parts to one or more of a predetermined number of lists, and (iii) generating a fingerprint from each of the populated lists. **Two documents may be considered to be near-duplicates if any one of their fingerprints match.**”

“An improved duplicate detection technique that uses query-relevant information to limit the portion(s) of documents to be compared for similarity is described. Before comparing two documents for similarity, the content of these documents may be condensed based on the query. In one embodiment, query-relevant information or text (also referred to as "snippets") is extracted from the documents and **only the extracted snippets, rather than the entire documents, are compared for purposes of determining similarity.**”

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If that's not enough proof already, don't think that you can sprinkle your site with duplicate content amongst your original content either, as William Slawski of SEObytheSea warns:

**“Duplication of content may also mean that some sites and some pages aren’t indexed by search engines at all, or that a search engine crawling program will stop indexing all of the pages of a site because it finds too many copies of the same pages under different URLs.”**

Google and the other search engines set the rules and you must abide by them to get the traffic you desire.

Their goal is to *provide their users with an enjoyable experience* because **repeated visitors are CRITICAL to their survival.**

Their efforts to maintain the most accurate and useful search results possible mean you can't take a bunch of private label articles, press releases or article directory content and use it to drive tons of traffic.

To ensure your site stays in their good graces ...

**You MUST Avoid Duplicate Content At All Costs!**

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### Traffic Myth #5: More Traffic Equals More Profits

At first, this statement screams to you that it MUST be true. I mean, of course more traffic equals more profits ... right?

One of the biggest "myths" of online marketing and Internet promotion is the idea that more traffic equals more sales -- not so!



**All traffic is not created equally!**

If you can't make money with 100 visitors a day, what makes you think you're going to do anything more than increase your bandwidth costs when you're getting 1,000 or 10,000 visitors a day?

The fact is, you need to target your message as closely as possible to your desired audience. You don't want to promote items for cat owners to people who only own dogs.

That's why you won't see any PPC ads showing up that offer products and tips on dogs when you search for "cat owner tips" into Google.

The cat owner isn't looking for information about dogs, they're looking for information about their cat.

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In fact, the person used in this example is looking for very specific information.

### **Information that you can use to learn a lot about them and their intentions once they get to your site**

They've type in "cat owner tips" and because of that, you already know a lot about them.

First, they're probably already a cat owner. Second, they're looking for some tips about owning a cat.

Just by typing those words into the search engine, *this person has quickly separated themselves* from those people searching for other information that's much more generic – cat, cat food, cat toy, and the like.

The person searching for "cat owner tips" is **someone that you MUST have visiting your site.**

Why?

### **They're much more likely to buy something than someone looking for general information about cats**

Like I said, they probably own a cat already and want some guidance or they're thinking about it and could use the same information.

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They have a question or problem, they're looking for a solution to fix it and are willing to pay for it.

There is a very simple equation:

**More Buyers = More Profits**

If you want to build a successful Internet business, you must generate more buyers to produce more profits and there are two ways to do that ...

**Get More **OF** Them.      Sell More **TO** Them.**

To get more of them, you need to be able to sort the buyers from the rest -- don't worry, there's a way to do that and the example given above is just a glimpse.

To sell more to them, you need to uncover their needs and provide them with offers that solve their problems.

To truly be a successful niche marketer ...

**You MUST Flood Your Site With Targeted Buyers**

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### Traffic Myth #6: PageRank Doesn't Matter

Although the idea of PageRank itself isn't really THAT old, that doesn't affect it's ability to hold one of the most frequent myths and source of many complaints – usually about how its calculated or affects rankings.



Like most other things with the search engines, PageRank can be easily digested into a simple formula.

### PageRank = General + Specific

**General PageRank** is the weight given to the **links on your page**. It is used to calculate the weighting of the links leaving your page.

**Specific PageRank** is the weight given to your **incoming links**. It is used to measure the relevance of links to specific keyword phrases that are being searched in the search engines.

Since PageRank is made up of a combination of those two things, don't you think you'd do well by having **FEW LINKS LEAVING** your site and **LOTS OF LINKS** coming into it?

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That's why it's possible for a site with a lower PageRank to have more on-topic incoming links than a site with a higher PageRank.

What does Google choose to do whenever this happens?

They pick the site with PageRank above its competitor in the search results for that term.

Why? They have lots of relevant links leading back to that page.

That begs the question:

### **"How do you build an ARMY of relevant, keyword phrase optimized links?"**

You may be able to quickly and easily assemble a large array of links on a lot of sites, but good links from 'authority' sites within the same subject field are worth more in the long term.

#### **You need to know which sites qualify as authority in your niche!**

Then, you can focus on driving your PageRank through the roof with as many keyword phrase optimized links from these sites as possible ...

*You'd think that finding these authority sites would be difficult, but it's not when you understand the changing landscape and how to maneuver it.*

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Gone are the days where you need to trick Google by creating your own mini network of sites.

Thankfully, the web has developed into a conversation between many people with the emergence of Web 2.0.

There are just **tons of sites already and many more popping up each day** – most of which are focusing on niche subjects.

You just need someone to hand over the game plan detailing how to build your own network of sites.

... and if you're still not convinced of the importance of PageRank, here's one more **VERY** good reason to be concerned.

### Duplicate Content Filters!

There are those dreaded words again.

Even though I could tell you all about it myself ... why would you want to hear that from me when **Matt Cutts can help** us out again?

He seems to know what he's talking about considering he works at Google and all that good stuff:



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**“PageRank is the primary factor** determining whether a url is in the main web index vs. the supplemental results.”

That's a pretty bold, public statement that Matt has made and its one that you should pay attention to if you want to master natural search.

Like I said ...

### **PageRank = General + Specific**

If you want to build a successful Internet business, you must have pages with modest PageRank and there are two ways to do that ...

### **Only A Few Leaving ... With Lots Incoming.**

Since you still want to lead your visitors (and the search engines) deeper into your site, it's very important to know how to structure the links within your site.

You'll also want to do something that most others don't even think about ...

Lots of website owners are actually diluting the PageRank of their sites because they're not making one simple adjustment.

To stop the dilution of your PageRank, simply enter the following code into your .htaccess file (it should be in the public-html folder):

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```
Options +Indexes
Options +FollowSymLinks
RewriteEngine on
RewriteCond %{HTTP_HOST} ^yoursite\.com
RewriteRule ^(.*)$ http://www.yoursite.com/$1 [R=permanent,L]

RewriteBase /
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_URI} !(.*)/$
RewriteRule ^(.*)$ http://www.yoursite.com/$1/ [L,R=301]
```

**NOTE:** Be sure to *change yoursite.com* to your own URL.

Why do you need to do this?

Some of the links to your site will include the “www” and others won't and some will include a trailing slash “/” and others won't.

Left untouched, the search engines will think there are 4 versions of the same page on your site and distribute PageRank to each version.

This small change avoids that by forcing the non-www link to redirect to the “www” version -- a small, but powerful change.

If you're serious about driving traffic to your site ...

**You NEED To Boost Your PageRank**

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### Traffic Myth #7: SEO Is A One-Time Event!

Many people have fallen for this and it's the single biggest mistake that anyone can make when building their own niche empire.

Knowledge is always changing and since the Internet has brought about the information age, the search engines EXPECT your sites to change.

**This is not a WANT ... it's a NEED.**

One of the indicators of relevant information is it's freshness.

Thousands of years ago people debated over whether or not the world was flat and many believed it was.

If you searched in Google today to discover whether or not this is true, you'd be quite shocked if the results stated that it wasn't debunked yet.

That's the importance of **FRESH CONTENT** ...



... and the exact reason why you cannot expect to build a site and then shift your efforts towards promoting it.

**You must do both at the same time.** Promote and keep fresh.

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In fact, continuing to create fresh content isn't the only thing you must keep doing to have a successful online business.

Search engines like Google look at 100-200 factors or “signals” to determine relevancy and to decide how to sort search results.

Add in the increasing numbers of competing documents from various media, blogs and web sites, along with more savvy search marketers, and it's easy to realize that effective SEO requires ongoing attention.

**“Attention to what?”, you might ask.**

How about: creative link building, identification of new keyword phrases, plus even analytics and optimization refinements to increase profits.

At this point ... some people might be saying:

**So *WHAT?* I already KNEW that SEO wasn't a ONE-TIME event!**

I'm very glad for you ... but I'd be surprised if we were talking about the same thing here.

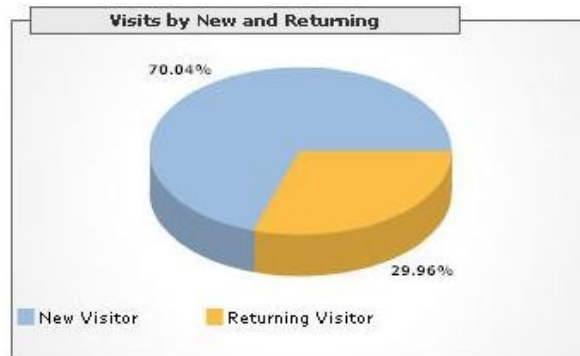
Most people think that SEO is a CONTINUOUS process because they need to **keep adapting to the latest search engine changes** ...

... but ***They're Wrong!***

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Natural SEO is a continuous process because you always want to feed the **LIFEBLOOD** of the search engines ... **REPEAT VISITORS!**



... and how do the search engines get repeat visitors?

By delivering accurate search results for the keywords they search ... except there's ONE small problem with that:

### **50% of Google's searches are 100% UNIQUE**

Half of the keyword phrases searched for in Google are totally unique – meaning they're only searched for once during that month.

It may not seem like it ... but **Google has a big problem.**

### **Google needs more content to display to its users.**

Although that might go against everything else you've heard ... it's true.

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There are hundreds of thousands of searches being made using keywords that will NEVER show up in the results of any keyword research tool on the market today.

**That doesn't mean YOU can't find them!**

That doesn't mean you can't get your site in the #1 spot on Google for these undercover keywords.

That doesn't mean you can't dominate your niche getting tons of natural search traffic to your site.

**The Bottom Line Is ... There Is A Ton Of Traffic Out There That NOBODY Is Trying To Rank For**

Not because they don't want to ...

The problem is: They don't know how to do it.

Now that you know which traffic mistakes to avoid, you can put yourself ahead of your competition who are still making these mistakes.

Just avoiding these mistakes yourself can have a huge impact on the amount of traffic you get to your site.

**... but what if you could do more than that?**

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No matter how much traffic you're already getting to your site, wouldn't you want twice as much?

Well, that's exactly what a small group of people were looking for when they got their hands on a preview copy of Jason's Long Tail Traffic Secrets.

A few months ago, a select group of people had the chance to put the strategies in this ground-breaking product into action.

The results?

"Using just one of the strategies Jason teaches, I was able to get 6,000 visitors to my site in only 2 days!"

"After I started using some of his techniques, I began tracking my blog stats more closely and was amazed at some of the results I found. If you do the work and follow Jason's suggestions, you'll get more traffic."

"In just 3 months, my traffic went from 20K to 90K per month, using only some of the tactics Jason reveals!"

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“Across my various niches, I'm generating well over 10,000 unique visitors per day ... Jason reveals everything without leaving ANY stone unturned.”

... but what about if you're starting from scratch.

Some people who test-drove Long Tail Traffic Secrets used it to build traffic to their site for the very first time to get results like these:

“Just 40 days after my site went live, I was on the first page of Google for close to 150 different keywords.”

“I only put the tactics you revealed in Phase One and saw my traffic jump over 25% in just one month.”

Just by following the step-by-step traffic game plan revealed in Long Tail Traffic Secrets, people just like you were able to see profound results.

Do you want to double their traffic in just a few months?

Do you want to find the absolute best prospects in your niche?



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If you answered "YES!" to both of those questions, you'll definitely want to check out the 100+ pages of search engine marketing, link building, and natural search optimization strategies inside Long Tail Traffic Secrets.

But don't even think about heading over there right now because Jason is going to let me give you a fantastic break on this package that normally sells for \$97.

Jason is only going to give you this break for a limited time, so make sure you check your email tomorrow for this special offer!

**To your success,**



**Jason Dolman & Richard Legg**