



Online Techniques

ONLINE TECHNIQUES

*Welcome To The
Learning Wing*



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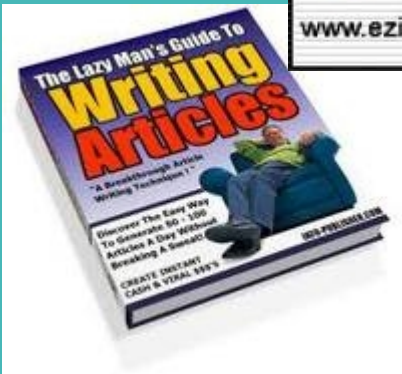


Steve Gaghagen

Tonight's Subject:

Re-Purposing Content ...

... The 4 ½ Hour traffic Week!!





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Traffic Generation
4 ½ Hour Traffic Week



Create Ongoing Traffic In
Only 4 ½ Hours Per Week!



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What You'll Need:

- 1 A WordPress Blog**
- 2 A Web-Cam**
- 3 A Microphone**
- 4 A Little Creativity**
- 5 A You Tube Channel**
- 6 A Willingness To Make More Money**



**You Can tart This Up With All Sorts Of
Bells & Whistles**

But Basically THAT'S IT!



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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 7 Throughout Your Article**



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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 Subcategories Contain Your Keyword Or Some Relevant Keyword Phrase.**
- ◆ **Now that You've Written Your Article, Write A Blog Post Expanding On The Topic Of Each Of Your Subcategories 3-5.**



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Re-Purpose #2 & 3

**After You've Typed Your blog Posts Into A
Notepad Document ...**

- ◆ **Record A Video For Each,
Summarizing Each 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 Minutes.**



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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 ! :-)





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That Was Day 1

ON THE NEXT DAY:

- **Post 1 Blog Post On Your WordPress Blog**
- **Then, Post A Video On You Tube and Post The Link To The Blog Post In The Description**
- **Then ... Edit The Blog Post With The Embed Code Of Your Video. (You Are Now Reciprocal Linking With YouTube ... Google Will Like!) Then Bookmark And Ping The Blog Post and Video URL'S**

Total Time = 10-15 Minutes



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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 Podcasting Networks**
- ◆ **Be Sure To Ping Your Blog, Video, And Podcast Feeds Or Web Addresses At www.PingOMatic.com and www.PingOat.net**



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FINALLY ...

- ◆ **Anytime Throughout The Week, Be Sure To Submit Your Original Article To www.ezinearticles.com**
- ◆ **In EzineArticles, Write Your Author Bio Box To Direct The Reader Back To Your Blog**
 - ◆ **Let's Look AT The Averages ...**



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AVERAGES

- ◆ **Average Visitors From An Ezine Article = 100**
- ◆ **Average Visitors From A Blog Post That Is Bookmarked And Pinged = 100-500**
- ◆ **Average Visitors To A Podcast That Brings Visitors Back To Your Blog = 100-500**
- ◆ **Average Visitors From A Video To Blog = 100-500**



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TOTAL AVERAGE VISITORS ???

**400-1600 Visitors
Because Of An Idea From One Article**

What Would Happen If



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What Would Happen If ...



- **You Did This Each Week ...**



What Would Happen If ...

- **You Social Networked About Your Blog Posts, Videos, and Articles?**

GEEZ! What Would Happen If ...

- **You Asked Your Blog Visitors To Sign Up For Your Newsletter?**

You Get The Picture? ... I Think So!





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>>> QUESTIONS? <<<<



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We Recommend:

Saturday Morning's With Janet
and Don Legere



Saturdays at Noon Eastern / 9AM Pacific
<http://janetlegere.com/live-training>

The Best Instructors With The Best Information



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Thanks For Visiting

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Next Week's Subject:

**Content Distribution:
*What's A Mother To Do?***

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