

S P E C I A L R E P O R T



THE
PERPETUAL
TRAFFIC
REPORT

By: Ryan Deiss

The Perpetual Traffic Report

By Ryan Deiss

IMPORTANT: As an added bonus for downloading this report, you also received additional free traffic-generation training.

To access your bonuses, go to:

<http://perpetualtrafficformula.com/blog>

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Why Google Is “Broken”

My name is Ryan Deiss and what I’m about to share with you (if you read every word of this report) will change the way you think about Internet traffic – *especially traffic from Google* – forever.

FACT: Google is broken!

That’s right, **GOOGLE IS BROKEN!!**

Here’s the deal: **The biggest mistake most online marketers make** (heck, even I made this mistake until VERY recently) is giving Google too much credit.

For example...

Everyone believes that getting free traffic from Google is a complex process requiring extensive manual labor and the patience of Job...

Everyone believes that Google’s algorithm is “ultra-complex”, containing literally “hundreds of millions” of variables that can’t possibly be understood by mere mortals...

Everyone believes that ranking in Google is beyond their skill-set, and best left to so-called “professionals”.

Again...until about 8 months ago even I believed that, *and I’m no newbie!*

But here’s the reality...

It’s All Complete and Utter Horse-Crap!!

The fact is, Google doesn’t have “everything figured out”. At its core, **their algorithm is based on 3 simple and easily manipulated variables**...all of which will be revealed in this report.

Want to get your site ranked? It’s actually fairly simple...

Just figure out which of the 3 variables Google is emphasizing (**i.e. where they are “broken”**), tweak your strategy accordingly and watch the free traffic flow like water from a fire hose!

SIDE NOTE: Google shifts their “emphasis” between these 3 primary variables every 18 – 24 months, so it’s not like you need to “tweak your strategy” all that often. In fact, the most recent update (code-named “Caffeine”) occurred in late June of 2010, so you shouldn’t expect another one for quite some time. More on that in just a bit...

In the end, getting ranked in Google isn’t difficult or even complicated...

Again, SEO professionals just want you to believe that so they can charge you ridiculous sums of money to “optimize” your site. In reality, getting free search engine traffic is actually **EASIER** than other forms of traffic generation (including Google AdWords) and **MUUUUUUUUUCH** less expensive (i.e. **FREE**).

If none of this makes sense right now, don’t worry!

I’ll spend the rest of this report explaining and proving the claims I’ve just made, plus I’ll show you how you can implement them in your own business to achieve what we call **“Perpetual Traffic”**. For now, just know that...

FREE Traffic is Back and Easier Than Ever!

...but only for those who know how to twist Google’s big, hairy arm. (And don’t worry, as we progress through this report I’ll show you exactly how it’s done. In fact, you’ll be using Google’s own tools to do it...)

But first, let’s discuss why you **MUST** add search engine optimization to your overall traffic strategy...and **how I almost went broke learning that fact the hard way.**

How I Nearly Went BROKE...

I’m probably the last person you would expect to write this report...

You see, while I've done my fair share of SEO in the past, in 2007 I pretty much swore off SEO in favor of more solid, "predictable" traffic methods such as Pay-Per-Click (i.e. Google AdWords), Facebook Ads, Banner ads, etc.

Here's what happened: In the summer of 2007, Google made a famous algorithm shift. I wasn't ready for it and worst of all I didn't know what to do about it. Literally **OVERNIGHT**, all of my web pages fell from the rankings, and my sales and income plummeted as a result.

It nearly broke me.

Had I known then what I know now, I would have made some tweaks and been right back in business. (In fact, I had some friends who did just that, and they reaped the rewards.)

But I didn't do that...

I Was Way Too PISSED OFF At Google...

I decided right then and there that I would never mess with SEO again!

In fact, if you're on my list you've probably received emails from me in the past with phrases like *"I don't get SEO..."* and *"SEO is for suckers..."* in the subject line.

That's how blind I became!

Stupid, stupid, STUPID!!!

Sometimes a man needs to admit when he's wrong, and from 2007 through most of 2009 I was flat out WRONG about SEO. Here's why...

Organic Search Traffic Is KING!

After swearing off SEO in 2007, I shifted 100% of my focus away from free, organic traffic and toward paid traffic methods such as Google AdWords and media buying (i.e. banner ads).

And while I do still believe that all forms of paid traffic are important (especially during the testing and start-up phases of a business)...and while we still use all these methods in our businesses today, here are two reasons why we've shifted the bulk of our focus back to SEO:

- REASON #1: Organic Traffic Is Growing...Paid Is Declining**
- REASON #2: Organic Traffic Is FREE! (Nuff said...)**

Organic Traffic Is Growing...Paid Is Declining

I want to show you some statistics my team and I recently uncovered that you may find shocking. (I know I did when I first saw them...)

Here's a screenshot that illustrates how the clicks are distributed on any given search engine results page:



[Screenshot inside Google showing percentages of clicks based on position. Source: <http://training.seobook.com/google-ranking-value>]

Allow me to explain...

Despite what you may have been told, our research and testing reveals that sponsored search results (i.e. Google AdWords Ads) only receive 4 – 5% of the total available clicks!

In other words, **if 100 people perform a search on Google, only 5 will click on a paid listing!**

The top 2 or 3 paid listings that appear above the organic listings receive 2 – 3% of the available clicks. **If you're stuck on the side bar, you'll be lucky if you get 1 – 2% click-through rates.** If you have an active AdWords account, none of this should come as a surprise. Heck, **Google's own tools warn you of their pathetically-low click-through rates...**

Google Admits To Puny Amounts of Traffic

Below is a screenshot of the "Traffic Estimator" tool inside of Google AdWords. (If you have an AdWords account, I invite you to find this tool inside your own account and check my numbers.)

Traffic estimates		Percent % of ALL Clicks		About this data ?	
+ Add keywords		Download		Sorted by Relevance Views	
<input type="checkbox"/> Keyword	Local Monthly Searches	Estimated Ad Position	Estimated Daily Clicks		
<input type="checkbox"/> lose weight	7,480,000	1.25	623	0.25%	
<input type="checkbox"/> kill roaches	12,100	1.25	3	0.74%	
<input type="checkbox"/> dog training	1,500,000	1.25	447	0.89%	
<input type="checkbox"/> increase metabolism	60,500	1.25	12	0.60%	
<input type="checkbox"/> herb gardening	18,100	1.25	5	0.81%	
<input type="checkbox"/> potty training	823,000	1.25	153	0.55%	
<input type="checkbox"/> buy baby cribs	1,000	1.25	0	0.00%	
<input type="checkbox"/> car insurance	11,100,000	1.61	8,161	0.22%	
<input type="checkbox"/> forex trading	823,000	1.25	160	0.58%	
<input type="checkbox"/> water purifier	165,000	1.25	37	0.67%	

Show rows: 50 1 - 10 of 10

[Percentage of clicks as shown by Google's internal "Traffic Estimator" tool.]

As you can see, I told "Traffic Estimator" to assume that I am in position 1 – 3 (that's why the "Estimated Ad Position" is 1.25).

In other words, I asked Google to give me all the traffic I can get!

Then, **to calculate the “Percentage of All Clicks”, I...**

1. Multiplied the number of “Estimated Daily Clicks” by 30 to get the number of “Monthly Clicks” I can expect, and then I...
2. Divided the “Monthly Clicks” number by the TOTAL “Local Monthly Searches” (which in this case “Local” is referring to just the U.S.)

For example, if you take the “Estimated Daily Clicks” for “dog training” and multiply it by 30, you get 13,260 “Monthly Clicks”. If you then divide this number by 1,500,000 (the Total Monthly Searches) you get **0.89%**.

So there you have it...Google’s own “Traffic Estimator” tool is telling you you’ll probably get less than 1% of the total available traffic...**even if you bid up to one of the top 3 positions!**

Not too exciting is it?

Again, if you have a Google AdWords account I invite you to navigate to the “Traffic Estimator” tool and double-check my math. If you do, you’ll be able to see with your own eyes that...

...the percentages are disturbingly low!

SIDE NOTE: Anyone who has used Google’s “Traffic Estimator” knows that the numbers it gives you are lower than what you will actually see in the “real world”, so most marketers will multiple this number by 2X or 3X to get a more accurate total.

And while doing this improves the percentages a bit, they still remain within the 2 – 3% figure that our research uncovered! So as it stands, even if you’re a master at Pay-Per-Click, you’ll still only get 2 – 3% of the available clicks on average...

So if people aren’t clicking on the sponsored listings in Google...

Where Are All The Clicks Going?

If you look at the screenshot from earlier, again, it’s easy to see:



[Screenshot inside Google showing percentages of clicks based on position.
 Source: <http://training.seobook.com/google-ranking-value>]

The first ORGANIC (i.e. non-sponsored listing) receives 41 – 45% of the available traffic, and the second ORGANIC result receives 11 – 18% of the available traffic...

... 10 – 20 TIMES the amount of clicks as the first PAID listing.

I'll say that again... **10 – 20 TIMES more traffic than the top paid listing!**

Just to put that into perspective...

If you're getting 100 clicks a day from Google AdWords, **your competitor who's ranking #1 organically is getting 1000 – 2000 clicks a day!**

Oh yeah...

And Their Traffic (Unlike Yours) Is FREE!

But what about all your competitors who are listed lower down on the page...you're at least beating them, right?

Not necessarily...

While SEO experts disagree somewhat on the exact breakdown of clicks, the screenshot below illustrates **the general consensus based on our research:**

The screenshot shows a list of search results for 'Auto Insurance Quotes'. On the left, there are annotations for organic results #3, #4-9, and #10. On the right, there are snippets for the top results, including Farmers Insurance, Esurance, 21st Century, The General, Nationwide, and a site for cheap insurance.

Rank	Percentage of Clicks	Comparison
Organic Result #3	7-15%	(500% Better Than #1 Paid)
Organic Results #4-9	2% Each	(Ties #1 Paid)
Organic Result #10	3-4%	(Beats #1 Paid)

Search Results Snippets:

- Auto Insurance Quotes | Home, Life & Car Insurance | Farmers Insurance**
Farmers Insurance Group offers auto, home and life insurance. With discounts and fast claim service its no wonder over 4000 customers a day switch to ...
www.farmers.com/ - Cached - Similar
- Esurance Online Car Insurance — Get Your Quote & Save on Auto ...**
See how much you can save on reliable, affordable car insurance. Get your free quote online or over the phone and compare auto insurance rates in minutes.
www.esurance.com/ - Cached - Similar
- Auto Insurance Quotes Online - 21st Century Car Insurance**
Get an auto insurance quote free online from 21st Century Insurance. Find advice on the right car insurance policy for your vehicle and coverage needs.
<https://auto.21st.com/AutoQuote/home.do?method...> - 21 hours ago - Cached
- The General Car Insurance - Online Auto Insurance Quote and Rates ...**
The General Car Insurance offers online auto insurance quotes for most drivers, even if you need high risk insurance. Try our Speedy Quote now, ...
www.thegeneral.com/ - Cached - Similar
- Nationwide Insurance - Auto Insurance Quotes and Car Insurance Rates**
Auto insurance from Nationwide – Save up to \$43 every month on your car insurance! Get your free auto insurance quote online or call 1-866-688-9143.
www.nationwide.com/ - Cached - Similar
- CAR INSURANCE -- Cheap insurance offered by TOP insurance companies**
Car insurance may be quite costly if you don't know where to look for advantageous offers. Our site brings you the best tools to shop around for car ...
www.carsinsurancecompanies.com/ - Cached - Similar

[Percentage of clicks received by positions 3 - 10.
Source: <http://training.seobook.com/google-ranking-value>]

So based on these numbers, the person sitting at result #3 is still getting 2X – 3X more traffic than you. And **the competitors in positions 4 – 9 are getting as much traffic as you...even you hold the #1 spot in the paid results!**

And again, **none of them are having to pay for their traffic...**

OUCH!!

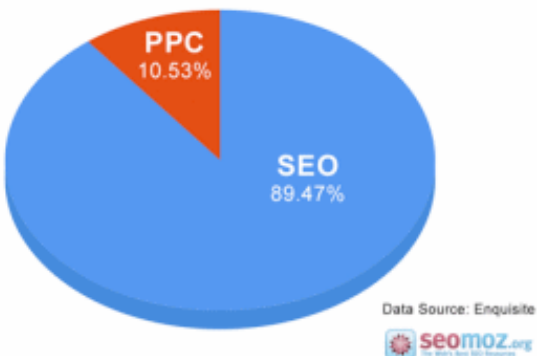
But It Wasn't Always Like This...

When Google AdWords first came on the scene, clicks on the sponsored links were through the roof!

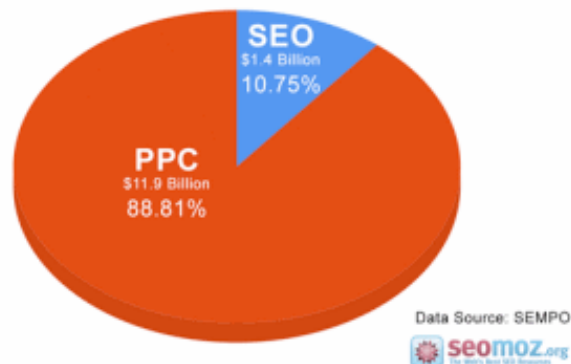
In fact, **most Google users didn't know there was a difference between the organic listings on the left and the paid listings on the right**, so by some estimates the paid listings received as much as 30% of the clicks.

By 2008 this number had dropped to 10.5% according to Enquisite.com (see chart on the left, below)...

Distribution of Search Clicks



US SEM Spend 2008



...and by 2009 the percentage of clicks to paid listings was **down to 7.5%**.
(Source: http://weblogs.hitwise.com/us-heather-hopkins/2009/05/paid_search_traffic_share_down_1.html)

And the Decline Continues...

Today the percentages are even lower, with the sponsored (i.e. "Paid") results generating just 4 – 5% of the total clicks on the page:

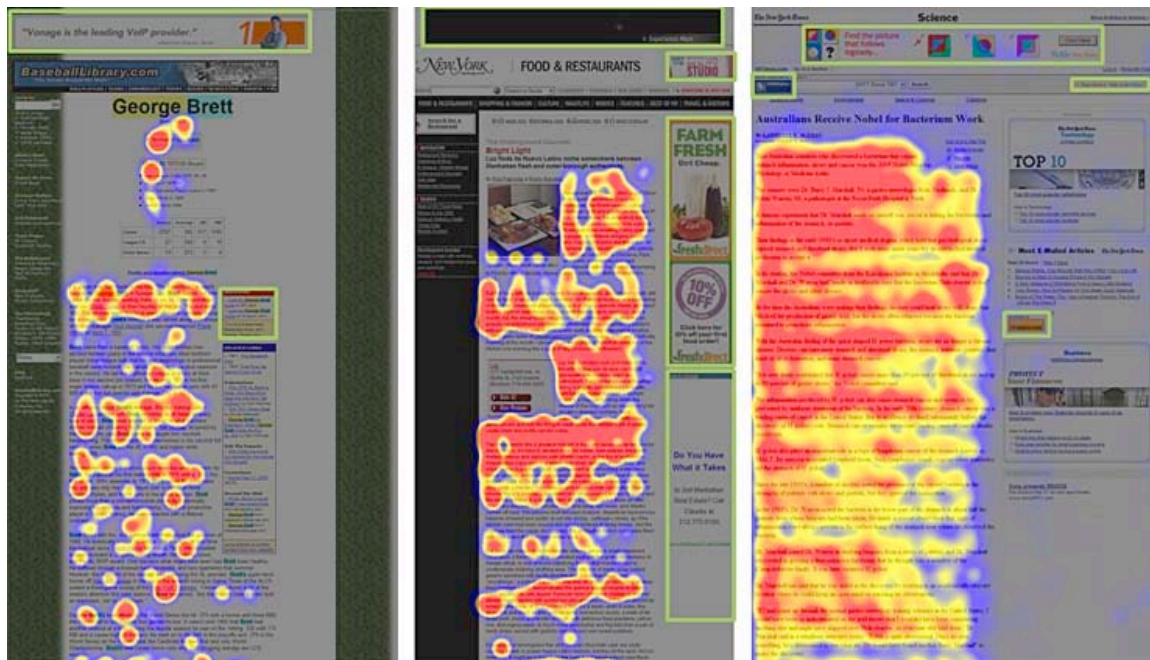
And while experts may argue over the exact percentages, none of that really matters. **What does matter is that the percentage of clicks to sponsored search listings are on a decline, and few expect it to rebound.**

But to anyone familiar with marketing history, this shouldn't come as a big surprise...

History Repeats Itself (Again)

In the early days of the Internet, banner ads ruled online marketing. But as Internet users became more and more familiar with banner ads, click-through rates plummeted and the medium took a massive hit.

This phenomena was so pervasive, in fact, that a new term, **“banner blindness”**, was created to describe it. (Source: http://en.wikipedia.org/wiki/Banner_blindness)



[These heatmap studies prove that “banner blindness” is a very real phenomena. The areas where users looked the most are colored **red**; the **yellow** areas indicate fewer views, followed by the least-viewed **blue** areas. **Gray** areas didn't attract any fixations. **Green** boxes were drawn on top of the images after the study to highlight the advertisements. Note the complete lack of red and yellow on the banner ads (as denoted by the green boxes).

Source: <http://www.useit.com/alertbox/banner-blindness.html>]

Now the same thing is happening with Google AdWords ads according to a recent study by *MarketingSherpa.com*.

If you look at the screenshot on the next page, you'll see that while the two sponsored ads above the organic listings do get some attention, **the ads on the right receive almost zero attention from the viewers.**

The vast majority of the fixation is on the first two organic listings, with results 3 – 8 still receiving as much (or more!) attention as the top paid listings:



[Heatmap study showing the effect of “banner blindness” on Google AdWords ads. The areas where users looked the most are colored **red**; the **yellow** areas indicate fewer views, followed by the least-viewed **blue** areas. **Gray** areas didn't attract any fixations. **Green** boxes were drawn on top of the ads after the study to highlight the advertisements. Note that the ads on the right receive almost no attention, and the two ads at the top receive little compared to the first organic listing. Source: <http://www.marketingsherpa.com>]

Hopefully by now I've convinced you that every day, more and more Google users are shifting their focus away from PPC and toward organic search.

In other words...

The “Click-Shift” Has Begun...

So now that you know about this, what are you going to do about it?

Well I hope you agree that you need to do *something*...

If you're BRAND-NEW to online marketing and you're thinking that PPC and Google AdWords is the way to go...*THINK AGAIN!*

Competition is fiercer than ever, ad costs are high, Google's "Quality Score" is irrational and **the volume of traffic available is shrinking** a every year. (Not a great place to plant your flag if you ask me...)

And even if you're an INTERMEDIATE or EXPERT marketer, you have to agree that it's time to look for greener pastures now that traffic is shifting away from sponsored listings and back to organic...

Consider this...

If you're holding the #1 paid listing at Google for your desired keyword, here's what you're up against:

- The #10 organic listing is getting **300% more traffic than you** are for FREE...
- Listings 9 – 4 are kickin' your butt to the tune of **DOUBLE**...all FREE!
- #3 doesn't even know your name at **1000% more traffic**...
- #2 is getting **2000% more traffic**, and...
- The #1 organic listing is packing an average of **41 TIMES (that's 4100%) the traffic as you!** And again, *they ain't spendin' one thin dime for it!*

So I'll ask you again...what are you going to do?

OPTION 1: Continue being naïve...believing (like the so-called "SEO Professionals" would have you believe) that getting ranked is a "painful process" that should only be attempted by "experienced professionals"...

OPTION 2: Take ownership of your traffic and **claim all the clicks that your AdWords competitors are leaving on the table...**

I hope you chose "Option 2", because the truth is...

You Can Do This...You Can BEAT Google!

You see, after the most recent algorithm shift (June of 2010), it's actually quite EASY to slide onto the first page of Google, and with a slight "push" **even beginners can creep into the top 3 results for most niche markets.**

Again, it isn't difficult to do...and in the pages of this report, I'll teach you the formula I've developed over the past few months to achieve insanely-high rankings...

...using Google's own tools against them!

Allow me to explain...

The Ranking Triad

At the start of this report I mentioned that the core of Google's algorithm is made up of three primary variables. They are:

- 1. Content** (keywords, domain name, tags, etc.)
- 2. Links** (inbound, outbound, authority, etc.)
- 3. Activity** (traffic, RSS subscriptions, comments, updates, etc.)

I realize that most "SEO purists" reading this report will shun my Triad concept and call it "overly-simplistic", but I would challenge them to come up with a known Google algorithm variable that DOES NOT fall into one of these three core variables...

...I don't think they can do it!

So when it all comes down to it, getting ranked is really only about doing three things:

1. **Getting quality, original content** (I can show you how to get all you want practically for free)...
2. **Generating a handful of quality links** (this costs almost nothing and can be done in a matter of minutes), and...
3. **Generating *some* human activity** so Google knows what you're doing is real and not just spam!

But the key is, **you must do ALL THREE**. Leave out even one (or get them in the wrong order) and you lose.

Here's why...

A (very) Brief History of Google:

To understand the "Ranking Triad" and why it matters, you need to understand where Google has come from and the changes they've made to their algorithm over the last 10 years.

NOTE: The short "history lesson" below is NOT exhaustive. I've purposely left out all the boring crap that doesn't matter, but if for some reason you want a complete history of Google, check out Wikipedia: <http://en.wikipedia.org/wiki/Google>

Google 1.0 – Links Rule 1998 - 2003

Google's original algorithm was as elegant as it was effective.

Essentially they just counted the number of inbound links coming to a site, applied a "quality" or "Page Rank" score to each link and **the sites with the most quality inbound links got ranked the highest**. (Obviously it's a little more complicated than that, but you get the idea.)

This idea of using inbound links to rank pages was incredibly effective, because **it was difficult to for unscrupulous website owners to "game" the system** by

stuffing unrelated keywords into title and meta tags (like lower-quality search engines allowed).

During this early period, the first element of the **Ranking Triad** (Links) RULED THE DAY. Yes, you still needed content, but the dominant ranking variable was the number and quality of your in-bound links, and the site owners who recognized that and focused on link-building won.

Then Google started getting sloppy...

Google 2.0 – Content Rules 2003 - 2006

On June 18, 2003, Google launched their AdSense program.

SIDE NOTE: AdSense is a program that allows website owners to display Google Sponsored Ads (the same ads that Google runs in their search engine) on their website and share in the revenue. For more information, go to:
http://www.google.com/services/adsense_tour/index.html

Basically, they encouraged website owners (like me) to create millions of content pages that we could stick their ads on, and then when someone came to our sites and clicked on one of the ads Google would split the ad revenue with us.

It was a good deal for the website owners and for Google...***we all made money.***

Then Google Got The Dumbest Idea Since “New Coke”

To encourage the efforts of AdSense Publishers, Google switched their algorithm to favor CONTENT (the 2nd variable in the “Ranking Triad”) over links...flying directly in the face of everything they were originally based on.

This was the first time Google truly “broke”...and online marketers who figured it out and capitalized on their “brokenness” flourished...

For AdSense publishers this was great news, because they no longer had to worry about generating all those pesky inbound links. Just create some half-way

decent content on a niche topic and Google would reward you with nearly instant rankings.

It was fast and easy...almost too easy.

SIDE NOTE: While Google will never admit it, I believe they knew exactly what they were doing. Let's face it...30% of their ad revenue was coming from AdSense sites so can you blame them for wanting to push these sites up in the rankings?

Bring On the Spammers...

It wasn't long before the spammers realized how easy it was to game Google's new, "broken" algorithm. Again, since it was based almost entirely on content instead of links, **all they had to do was throw an insane amount of content against the wall and eventually some of it would stick.**

In fact, if you were an active Google user in 2004 and 2005, you might remember a time a few years ago, and when you searched Google and all you would find were pages filled with more Google ads. ***Do you remember those days?***

That was the hey-day of the AdSense program, and both legitimate AdSense publishers and spammers alike made A LOT of money...thanks largely to the content-centric algorithm.

After a couple years of this, Google knew they were in trouble...

Their search engine results were garbage, and if they didn't do something fast they would risk losing valuable market-share. That was when...

Google Totally FREAKED OUT!

In true Google fashion, they swung the pendulum in the opposite direction and **returned to links as the primary element of their algorithm.** And not just the number of links, but the QUALITY of those links become an increasingly more important factor.

This was the end of Google 2.0, and the beginning of...

Google 3.0 – Links Rule (Again)

2006 – (early) 2010

A link-centric algorithm was better than its content-centric predecessor at reducing the amount of spammy pages in the search results, but it was far from bullet-proof.

In fact, this new algorithm was just as “broken” as the previous one (just in a different way) and it didn’t take long before crafty SEO-ers were cracking Google’s new code.

Here Come the Link-Builders...

It didn’t take long for professional, “black hat” SEO experts to realize that they could fake the number of inbound links **using totally automated tools**.

Here’s just a sampling of what some of these tools could do:

- **Create fake social media and bookmarking profiles** that linked back to their main sites...
- Post **fake comments to blogs** that allowed link-backs...
- **Robotically rewrite and repost garbage articles** all over the Internet that would link back to their sites...
- And much, much more.

As long as links ruled, automated software could be created to game the system.

So once again, Google needed to act, and act they did...

In the summer of 2010, Google made what I believe will be its last major algorithm shift in a very, very long time...

Google 4.0 – “Activity” Completes the Triad

2010 - Present

Content and inbound links have always been present in Google’s algorithm. At times they have weighed one more heavily than another, but still CONTENT and LINKS remained the two primary variables that made up their algorithm...

...until recently.

In June of 2010, Google added a 3rd element to their increasingly-complex formula: **Activity**

To put it simply, Google is now factoring ACTIVITY more heavily in their rankings. The algorithm update, which Google aptly refers to as the “*Caffeine Update*”, places a much greater emphasis on activity and freshness,

In other words, **great content and all the links in the world don’t mean SQUAT if your page remains unchanged for days and weeks at a time.**

Furthermore, our tests have shown that sites that:

- 1. Get more blog comments...**
- 2. Generate more RSS subscribers** (esp. via FeedBurner.com, which is owned by Google...more on that later), and...
- 3. Get a bump in overall traffic...**

...have a tendency to move up in the rankings faster and stay there longer.

In fact, this 3rd piece of the “Ranking Triad” (ACTIVITY) is what gives you “**Perpetual Traffic**”.

Links and content along may get you temporary rankings, but if you want to stay there you need ACTIVITY.

And if you think about it, it makes sense...

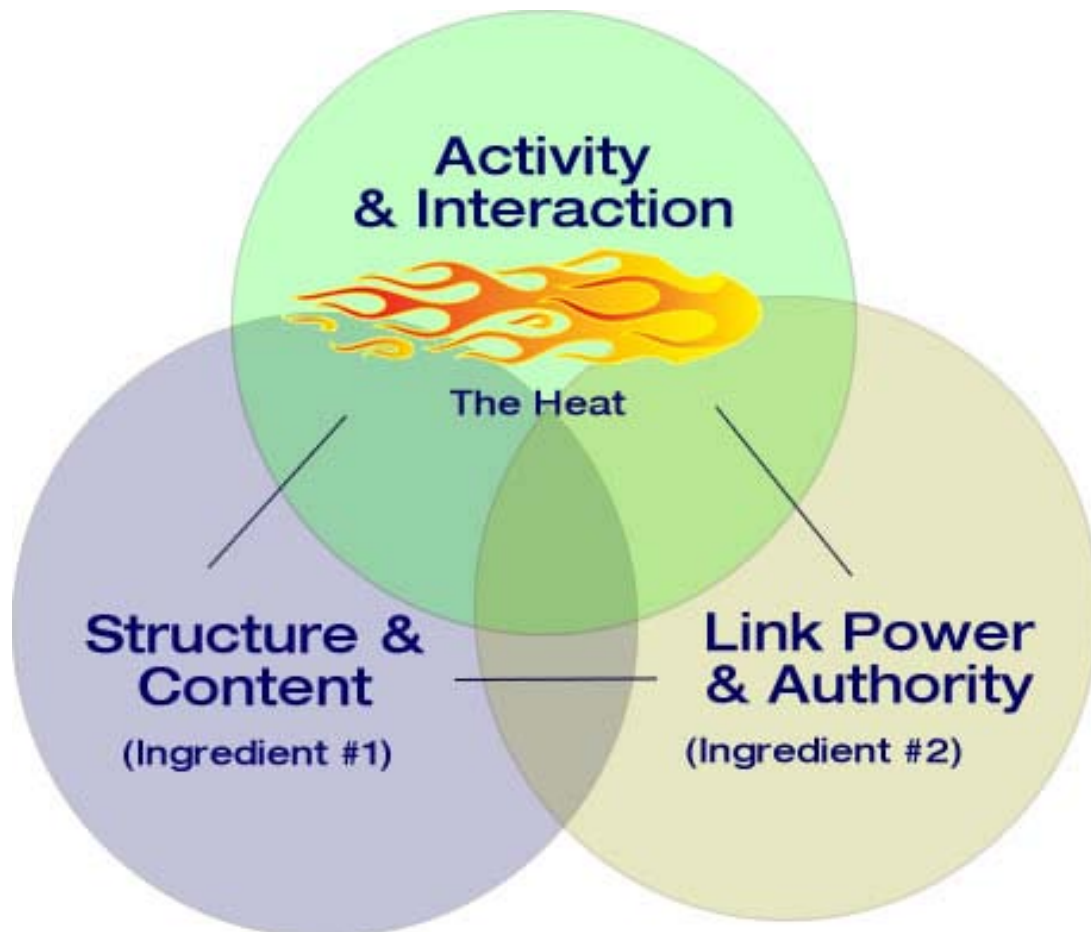
Activity Is The Missing Link...

If you look at it from Google's perspective, **THEY HAD TO DO THIS...**

Content and links are just too easy to game, and Google recognized this which is why **they won't bother ranking a new site until it gets some traffic...** even if the content is decent and the site is getting a steady flow of inbound links.

I liken it to baking a cake...

Content and Links are the "ingredients" (i.e. flour, eggs, sugar, etc.)... **ACTIVITY is the HEAT!**



I don't care how great your ingredients are and how well you mix them, **your cake will be a sloppy, disgusting mess until you introduce a little "heat"**.

(But don't worry...I'll show you how you can "magnify" the amount of ACTIVITY Google *thinks* is coming to your site simply by using their own tools.)

If you don't like the cake analogy and you prefer a more "formulaic" explanation, then here are three you might like...

Content – Links - Activity = INVISIBLE

Content + Links – Activity = SCAM (Temporary Traffic)

Content + Links + Activity = PERPETUAL TRAFFIC

So, that's the new formula...

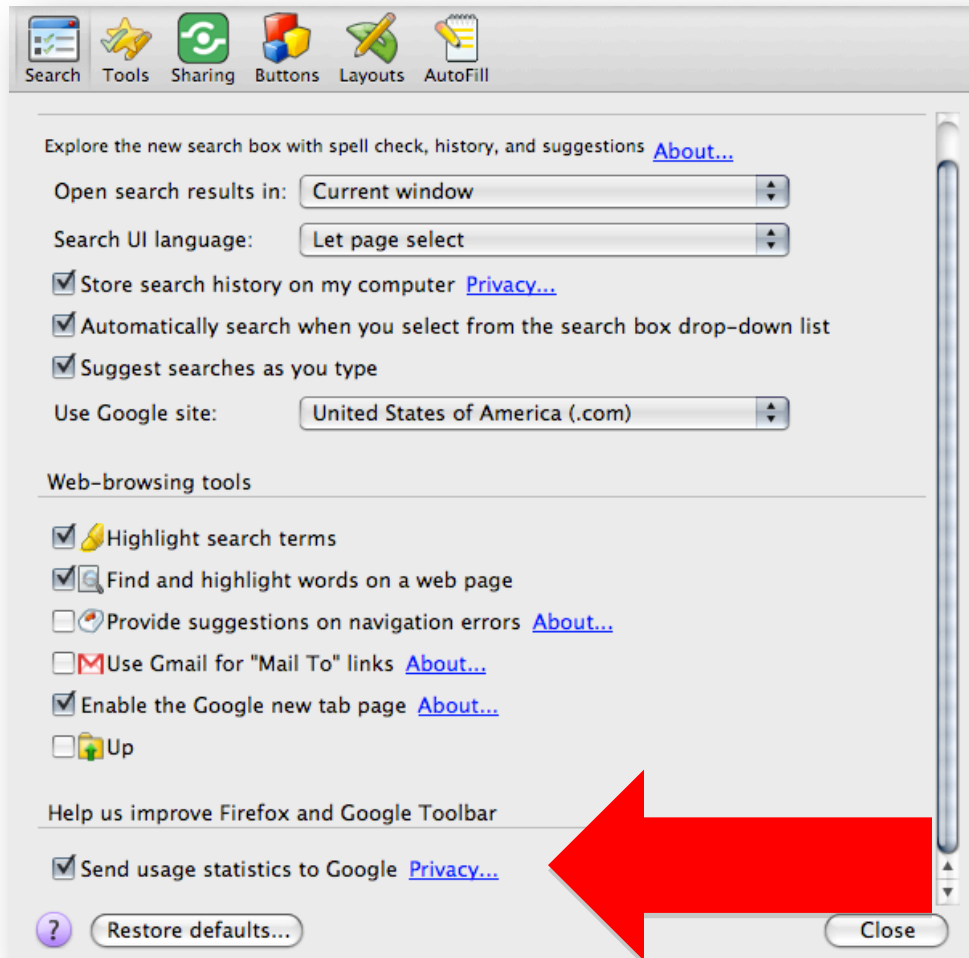
Content + Links + Activity = PERPETUAL TRAFFIC

And if you've been watching Google over the last few years, it's easy to see that they've been setting this up for quite some time.

All you have to do is analyze their recent acquisitions:

- **In 2007, Google purchased FeedBurner for \$100 Million.** So why would Google spend so much money for an RSS aggregator that never made a penny? It's simple: FeedBurner measures how many "subscribers" a given blog has, which one of the most accurate ways of determining HUMAN ACTIVITY.
- **Recently rumors have been swirling about Google buying data from Alexa.com...** a site that monitors web traffic. Why would they do this? Again, it's an indicator of HUMAN ACTIVITY...
- **The cost to create the Chrome Browser and purchase the technology behind Google Analytics was easily measured in the hundreds of millions** and yet both were given away for free. Why would they do this? Are they really that kind-hearted? Give me a break! Google wants data on HUMAN ACTIVITY, and when you use these solutions you're giving it all to Google.

- **And then there are the free apps like the “Google Toolbar” that by default submit all your “usage stats” to Google.** Hmm...how did you think they were going to use all this data? Again...to measure HUMAN ACTIVITY!



[Screenshot of the default Account Settings area for the Google Toolbar. Note that “Send usage statistics to Google” is checked by DEFAULT.]

In other words, Google is using these tools to find out the sites people are visiting, how long they’re staying and what they like when they get there...all down to the page level.

And now that their tools have spread far and wide, they clearly believe that **they have enough “critical mass” to include this user-generated data in their algorithm.**

The great news is, **human activity is the catalyst of what we call *Perpetual Traffic***...and this is how we're able to use Google's own tools against.

In fact, ***Perpetual Traffic*** is the only system I know of that's fully capable of leveraging and capitalizing on Google's new algorithm.

Here's how it works...

The Perpetual Traffic Formula Explained...

This system is quite simple to explain, but a little more tricky to implement. And while I can't break down the entire system in this report, I can give you a basic overview of the steps involved.

Ok, here goes...

STEP 1: Today I can build a content site (12 articles is typically enough), structure it in the way that Google likes best (this step is very important), and send just enough traffic (i.e. ACTIVITY) to it through paid sources and social media to give my site a "pulse".

And a "pulse" is all it needs.

SIDE NOTE: Don't start driving links until your site is getting some traffic. That's a dead giveaway to Google that there's serious shenanigans going on. After all, it doesn't make sense that a site that receives almost ZERO traffic would have thousands of in-bound links, does it?

So keep that in mind, and respect the sequence I'm laying out here. Get things out of order (or out of proportion) and your site could get wiped from the search results for a VERY long time.

STEP 2: Next, I pepper in a few in-bound links. Thanks to the onslaught of link brokers and link tactics already available from the Google 3.0 days, **this is incredibly easy to do**. I use an inexpensive piece of software that costs less than \$100 that allows me to add 50 – 100 links to my site in just 10 – 15 minutes

a day. (If you don't have \$100 don't worry. You don't actually need the software, it just speeds up the process a bit.)

For most markets, 50 – 100 links is all you need as long as those links come from quality, authoritative sites.

SIDE NOTE: Don't worry if you don't know exactly how to complete each and every step in this report. In the coming days, I'll be releasing bonus videos that will break down each step in greater detail.

For example, depending on when you downloaded this report, in the next day or so I'll be sending you access to a supplemental training video called "The Authority Codes" that will show you how to get dozens of qualified links for FREE. So don't worry about the details...for now just focus on the concepts.

Once your site is setup and you have some links (and a small amount of activity to your site), your site will get noticed and picked up by Google.

But due to Google's new algorithm, the site WILL NOT move up very high (and stay there) until there's real-live activity on your site.

Fortunately, this is where you get to use Google's own tools against them...

STEP 3: Imagine this: Google is monitoring human activity through their own proprietary tools (i.e. Google Analytics, Chrome, FeedBurner, etc.) and based on the activity from their internal tools they estimate the total activity to your site.

But what if, **like a magnifying glass**, you can focus all your human activity through Google's proprietary channels...making it appear like your site was receiving more activity than it really was?

That would be pretty cool, wouldn't it?

Well I know how to do that, and that's the secret to **"Perpetual Traffic"**. And really, all you need to do is utilize Google's own, proprietary tools when constructing and using your site!

It couldn't be easier, and best of all **you're doing EXACTLY what Google wants you to do**...not some spammy, scammy "here-today-gone-tomorrow" black hat trick.

With my system, Google gets the three things they want:

1. **Quality CONTENT**
2. **Quality INBOUND LINKS, and...**
3. **Measurable ACTIVITY**

And the truth is, to rank on the first page in most niche markets, you don't need a whole lot of any of these three things.

BUT...you do need SOME of all of them!

And here's the really good news...

Once your site is ranking on the first page of Google, you'll be getting all the traffic you need, naturally, to make the process of human activity perpetual. **(In other words, sites that rank high by utilizing the "Ranking Triad" tend to stay there, simply because people are finding your site organically through the search engine results.)**

The same is true with link-building and content creation...

Once your site is at the top **(assuming you setup your site properly to allow for and encourage in-bound links and user-generated content)**, the other two elements of the "Ranking Triad" (CONTENT and LINKS) become **PERPETUAL** as well...

...typically within 30 – 90 days!

Words of Warning...

I'm not gonna sugar-coat it...you're gonna have to do some work early on if you want to **achieve the goal of "Perpetual Traffic"**. And if you try to do it all

robotically, Google will crush you because they're looking for that stuff. (Remember, that's what they killed off when they went from version 3.0 to 4.0.)

Semi-automated tools are ok, but avoid robots and software tools that completely automate the process. **THEY WILL GET YOUR SITE DE-INDEXED EVENTUALLY...ask me how I know.** 😊

With a little bit of upfront work, within 30 – 90 days I can typically:

- Get **600 – 1000 links** going back to a brand-new website
- **Create tons of buzz** and human activity (on autopilot), and...
- **Have most of my content being generated by my readers and users** (with possibly one outsourced content creator or editor)

This is the magic of the “Ranking Triad”, and there isn't a site that's growing in popularity today that isn't doing these three things.

More Good News...

Like I said, I do most of my work in the beginning when building a perpetual site, but unfortunately there's really no such thing as “perpetual”. Even the most efficient machines still need a tune-up every now and then.

So if you do see your pages start to dip a bit in rankings, based on our in-house research and testing, **human activity is usually all you need to “push” your site back to the top.**

Another round of link-building or content-creation typically isn't needed...**it's just a matter of reactivating your old PPC campaigns, writing a new post to your blog that generates some comments or just generating some buzz in the social media portals to get back to #1.**

In other words, if you set your site up correctly and follow all the steps (in the right sequence) in the first 90 days, for the most part the site takes care of itself...

One Giant Caveat (Plus Some Free Software)

If you think you're gonna read this report, generate some links and drive some traffic and be the #1 guy for "insurance quotes", "mortgage refinance" or "mesothelioma" **you're out of your freakin' mind!**

I don't know about you, but I'm not much of a fighter.

That's why I had a proprietary piece of software created that determines for me which markets I can compete in and which ones I should avoid.

I call this step **Competitive Analysis**, and in reality it's the first thing I do long before I even think about generating content or building my site's structure.

Now at this point you're probably thinking I'm going to sell you my software, but I'm not. In fact, **I want to give it to you for free!**

If you go to this link:

<http://www.perpetualtrafficformula.com/blog/cherry-picker>

...you can **download a free version of my "Cherry Picker" software.**

My hope is that by showing you that there are fights out there that you can win (without having to waste a bunch of money on AdWords or buy traffic from anyone else), that you'll see the potential and want to **learn more about my "Perpetual Traffic Formula"**.

Whether you realize it or not, **this is a gold-rush year**, and I want you to be a part of it.

I sincerely hope you'll join me...

All the best,
Ryan Deiss

P.S. I hope you enjoyed my report, I'll be sending a lot more data out this week about the "Perpetual Traffic Formula" but I have a VERY cool gift for you.

I recently paid a programmer \$10,000 for a piece of software that automatically detects weak competition and tells me exactly what I need to to to overtake them in the Google organic results. If you want a copy of the software just enter your email address in the box below and hit submit and I'll send you a complimentary copy.

Just enter your email here (this will be your password) -->



I'll send you a video on how to use it to.

Have a great day,

Ryan Deiss