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#1 INTERNATIONAL BESTSELLING AUTHOR

# **OPTIN** **PROFITS**

**“The Secrets To Building And  
Profiting From A HUGE List!”**

# Optin Profits Traffic Plan

This is where you will create your own custom-tailored traffic plan. The idea here is to list all the traffic tactics you will be implementing on a check list and be able to cross off each traffic tactic when you complete it.

**NOTE:** When using these marketing sheets it is important to note that SEO, Web 2.0 and Video Marketing will differ from Pay Per Click advertising due to the types of keywords you will be advertising for.

When doing any PPC advertising we want to go after **high traffic, high converting keywords** because we are actually spending money to be listed when someone searches for that keyword.

With SEO, Web 2.0 and Video marketing we want to go after **keywords that are less competitive** so that we have a higher chance of showing up in the search engines.

***There is a simple three step process to getting your traffic plan filled out:***

1. Do your keyword research and place your top five keywords in the keyword section. Keep in mind that PPC keyword research will differ from SEO keyword research.
2. Choose the marketing activities that you plan on doing and place them under “Marketing Techniques”
3. Begin taking ACTION by completing each task for each keyword. After you complete each task be sure to mark an “X” so that you know that is completed.

This is by far the easiest way to get things done!

You can repeat this process as many times as you like.

Here is an example of how it would look:

**Project Name:**  DogTrainingShow.com (SEO)      **Date:**  9/13/2009

								Keywords		
								Marketing Technique		
1								1 - dogs potty training		Submit 2 articles per keyword to Web 2.0 sites
Notes:										
2								2 - dog boarding training		Create a video for each keyword & submit to...
Notes:										
3								3 - dog boxer training		Blog Comment on related blogs w/ keyword as anchor text
Notes:										
4								4 - german shepherd dog training		Create free report for viral marketing campaign
Notes:										
5								5 - boxer puppy training		Offer free report as WSO
Notes:										
6								6		
Notes:										
7								7		
Notes:										
8								8		
Notes:										

Now this is simply an example. You can use it as a reference.

You probably noticed that each marketing technique did not apply to every keyword. This is ok because we just want to make sure everything is organized like a "To Do List". Getting a boatload of traffic is all about creativity.

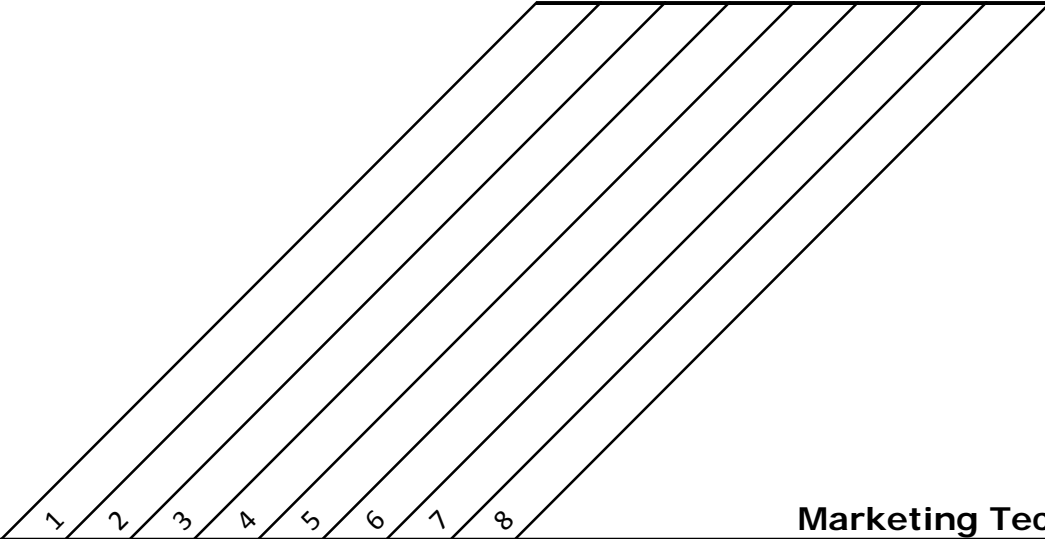
**Feel free to mix and match different traffic methods, just as long as you complete one method before moving to the next.**

***Print the next page out and fill it up – take action!***

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Keywords**



**Marketing Technique**

1										
Notes:										
2										
Notes:										
3										
Notes:										
4										
Notes:										
5										
Notes:										
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Notes:										
7										
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