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Q&A Session #2

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This Q&A document has been compiled from questions received from member emails and from my responses to those emails. The content in this document is pretty much a cut-and-past from my emails.

These are the same questions and answers provided in the mp3 audio and the video. Having said that, this document is NOT a word for word transcription of the audio or video. The audio/video was made by me simply re-answering the questions found here so the exact wording may be slightly different but the message is the same.

Q: from EL,

I need to understand if I should just have ONE lens and have all my articles driving to that lens, or should I be creating like 10 lenses and have 3-5 articles driving to EACH lens?

Or should I create a landing page for my current domain and forward everything there?

I'd like to know how many lens and articles I should target for a campaign to be successful.

A: let me start with the second question ... If you have a website and can create a landing page on the site then that's the best place to send your articles. If you have a domain and can build your own web page then it's usually better to send people to the web page on your site since this is where you'll be able to have a custom landing page that is focused, possibly with an opt-in form to capture emails for a mailing list, as well you'll be able to split test the page and improve its performance over time. These kind of pages are less distracting to the reader since they're generally not littered with additional advertising and content that is not leading them to a sale.

The reason I tell people to send them to a squidoo page to start with is because for most people it's far easier to put up a squidoo page in an hour than it is for them to make a web page. In this case the squidoo page acts like your landing page for links from your articles.

So if you don't have your own website up and running then by all means send your articles to squidoo.

If you're marketing one product then I would have all of your articles point to one lens (or web site landing page). The more concentrated your incoming link power is on one lens the better it will help you in the search engines since it will increase your google page rank.

I say this because in the methods I've been teaching I've instructed you to focus on keywords that have the product name in the keyword. Therefore your lens (or webpage) is optimized for the product name keyword.

I imagine your different articles are about the same product but talk about different features or aspects of the product. The product name will still appear in the article title and is therefore the primary keyword. In this case one thing you may want to consider is creating a separate module in your lens for each article provided the articles are really about different topics. Then in the article you create a link that goes right to that module in your lens. This allows you to make the different articles link to a lens module that is perhaps more focused and relevant to the article. You'll notice though that the lens is still optimized for the same product name keyword.

To get the link to a specific lens module all you have to do is add a table of contents module to the lens and then look at the url for the links it creates to the different modules. For example, here is a link to my table of contents module

<http://www.squidoo.com/LongTailTreasure#module9453928>

Now if you were targeting very different keywords with your articles then I'd advise a different lens or landing page all together so it's optimized for the keywords in question.

I usually have a couple lenses at most (sometimes only 1) and then maybe 10 articles for the whole campaign.

Q: Candice,

Is it better to have the opt-in form on a squeeze page or can you have it on your landing page with other things on it. For example, I have a website with several pages.....should I put it on the home page of the site or make a separate page within the site (squeeze page) and put it on it?

A: Having an opt-in form on a regular page or landing page with other things on it is much like having the opt-in form on the side bar of a blog. It's not as focused and will not likely convert as well as a squeeze page.

But I understand that a squeeze page is not always practical for all of your traffic. If you have a website with several pages those pages are likely pulling in organic traffic to so you don't really have a single "landing page" since people are landing all over your site. This is common with multi-page websites.

My school of thought (like on my blog at <http://www.longtailtreasure.com>) has always been to put an opt-in on the home page and other pages, but also have a squeeze page where you can direct them if they want more info. The squeeze page can then do the heavy marketing pitch where you try and hit all the mental triggers etc. to get them to sign up.

Now, that's always been my school of thought, but I'm about to try something a little different that I learned from Jeff Johnson and that is instead of the opt-in on these other pages (and home page) create a banner or image ad that directs them to the squeeze page. It's tough to sell your opt-in value on the small space you have on a home page or sidebar, especially since most of the space is taken up by the text boxes and button. Instead use that space more effectively by piquing their interest and getting them to click through to your squeeze page. When you have one squeeze page opt-in you can much more easily split test it which is crucial. It's hard to split test a page with a bunch of other stuff on it.

Q: Candice,

Can you put an opt in form on a Squidoo page?

A: So far my testing of the opt-in form for a squidoo lens seems to be working. Unfortunately the way to do it is a little long for an email, and to be honest I don't think it would be fair for me to explain it just yet. The reason being that I just bought the solution from Lewis one of the Giant Squids, for \$7 and I'd

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feel bad if I just ripped the idea off from him and gave it out. You can get the solution here at his \$7 ebook <http://www.squidootricks.com/>.

Q: Mike,

I realize that a high gravity for CB products is good, but doesn't it indicate a lot of competition?

Where do you draw the line between too much competition and a popular product?

A: A high CB gravity does indicate more competition, but it says nothing about the quality of the competition. The gravity calculation is a guarded secret at CB, much like PR is with google, but one thing that is certainly true, and has been used by some of the master product launchers, is that the gravity is very heavily based on the number of sales from "individual" affiliates.

This means you can have a product with a high gravity that only sell half as many as a product with a much smaller gravity. For instance if there is a product with many separate affiliates each making 1 or 2 sales the gravity might be high. While another product that has only a handful of affiliates, but who are each making hundreds of sales totaling far more than the other product, it will have a lower gravity.

A high gravity means there is a lot of competition, but it might not mean the competition will be hard to beat. This is where the opportunity is, when there are a lot of affiliates but not many that are dominating the niche. What you should do is take the product name, search on it, and then look at what the top 5 listings are in the results. Investigate them and see what they're doing. If they look weak then you go after them with a product specific bonus.

Q: Carrick,

Realistically, what kind of daily/weekly time commitment would you expect an average newbie (with a decent understanding of most of the concepts involved here) to need to be able to commit at a minimum to make this work?

A: You can do it in a couple hours a day if you're organized and use tools to help you. It may take you longer than it took me, but the important thing is to get started. Making money with internet marketing is often an exponential growth thing, especially if you're list building like you should be.

There are some great free tools that can help you with some of the tasks like bookmarking. For instance checkout <http://www.onlywire.com> which will make it easier to bookmark a number of sites with one click.

Another fantastic tool is <http://www.socialmarker.com>

By hooking various tools together you can often automate a fair amount of work. Things like twitterfeed.com will automatically send a new blog post out to twitter while tweetlater.com lets you

schedule tweets, autoreply to new followers and helps perform keyword alerts (<http://www.longtailtreasure.com/twitter-gold-tweetlater-keyword-alerts/>).

Also, tools like <http://www.google.com/alerts> can help you stay on top of what's happening with your keywords.

There's lots of ways to make life easier, but unfortunately they take time to set up which is why a lot of this is slow to start when you have limited time, but being persistent means over time the payoff will become more and more apparent and the money will start to roll with less work.

Just make a written plan for the tasks you want to perform and stick to them each day. You'll become more efficient and soon be able to wrap out an article and have it posted and bookmarked in an hour.

Q:

Social Media traffic or organic traffic from Google?

A: There's been so much talk these past few years about SEO that it has pretty much dominated the mindscape but the truth that although it's still king for getting organic listings, organic listings are not the be all and end all to marketing. Social marketing is growing like crazy and can drive as much or more traffic than google is some cases. Google listings do not have any real viral nature to them. They don't spread through the social media. While a mention on someone's facebook page can instantly reach thousands of people and flood your website.

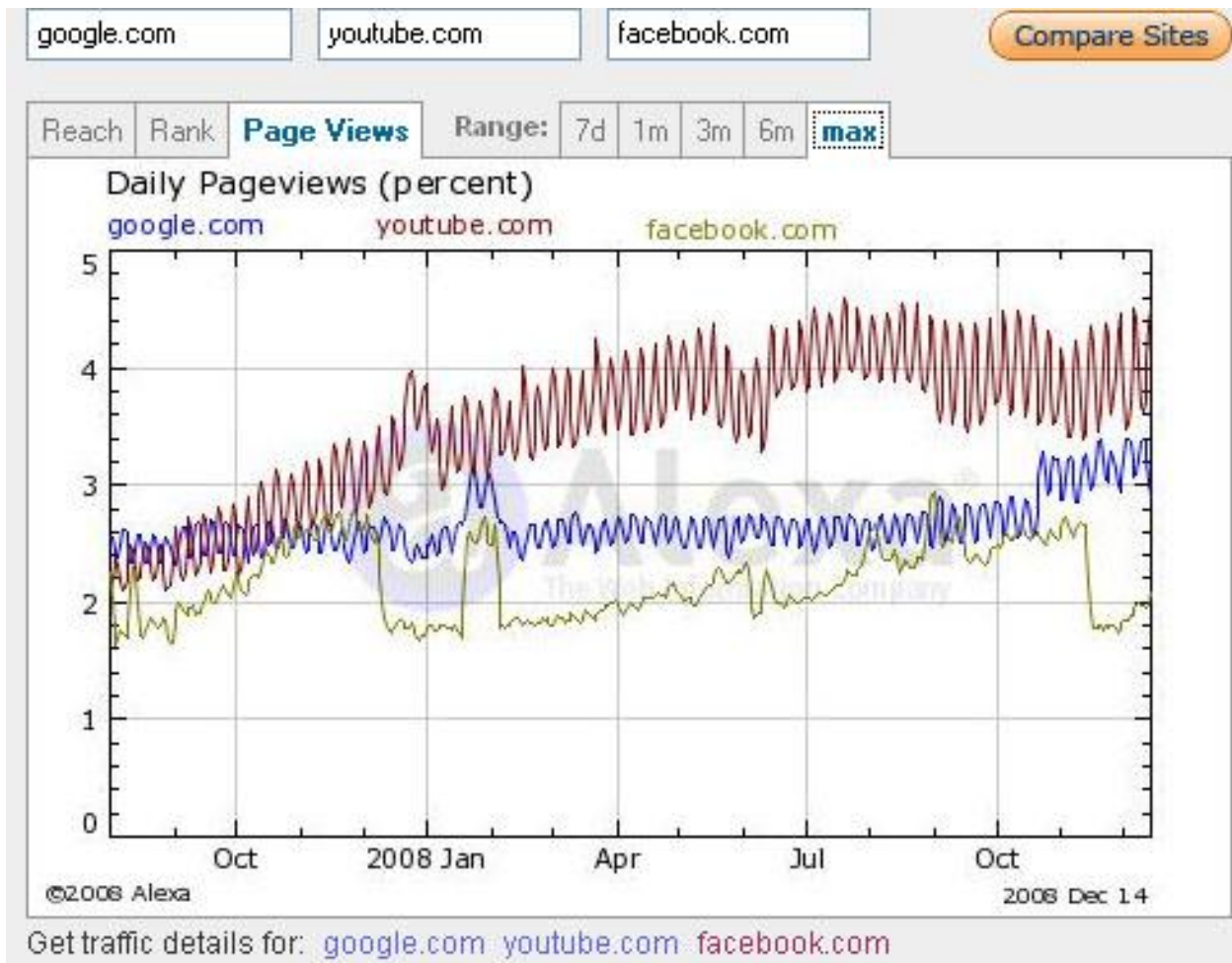
To see how social media is taking hold just go to <http://www.alexa.com/> and put in

google.com

youtube.com

facebook.com

Sure google is still king, but look at the page views? Set the setting to "max" timeframe and notice the growth of youtube just the past few months.



Either way, those social sites have a lot of page views and it's only going to increase over time. Not only that but youtube and facebook are only the top couple right now. There are many many more that are up and coming and with RSS it's getting easier to hook these things all together like twitterfeed.com does.

Anyhow, this is just an example of why sometimes directing traffic to social media sites might sometimes be a better choice.

Q: Carrick,

One thing I was most impressed about from your course was how quick and easy this initial research was.

Now that I've gone through your course (not to mention the multitude of other things/courses I've been through simultaneously), I start asking myself 'can one simple long-tail term really generate enough traffic?', 'How do I KNOW that one long-tail term will generate enough traffic?', 'Do I need 10 or 20 similar terms? If so, how do I optimize a SINGLE blog/landing page around that many terms?'

A:

I don't generally focus on a bunch of long tail keywords, but rather just one or two. By focusing on the product name along with some form of bonus term I'm able to keep my keyword list to a minimum.

It's not easy to stand out with a page title that is just the product name unless it's accompanied by something that catches people's attention like a product specific bonus. So my primary focus keyword for jake's acne away cream would actually be "jake's acne away cream bonus guide". Then I would focus all my power on this keyword.

There are a number of reasons for this and one of them is, as you mentioned, how do you take 10 different long tail terms and focus them on one landing page? The answer is you can't do that very well. Each landing page can support perhaps two keyword phrases.

So now you need more landing pages to cover more keywords which means your google juice isn't focused. Not to mention you need many more articles to support those many landing pages. Now, all those articles link juice is being distributed anyhow and you don't get the search engine boost you were hoping for.

If you took all that effort and focused it on one or two keywords like "jake's acne away cream bonus guide" and the used as many modes of getting the word out you will find your landing page showing up in the search engine results pages (SERPs) for the product name alone.

Of course this approach only works for products that are not too competitive. You're not going to pull this off with a household brand. But a niche product that's not well known outside the niche you can do it.

Just remember that the product name is a buying keyword. People who are ready to buy type the product name into the search before they buy. It's almost inevitable. So why not focus on that term because they're all going to end up there anyway.

Q:

Have your approaches to niche and/or keyword research changed significantly since you wrote the first couple of modules which addressed these topics?

A:

I think my approach to keyword research has changed a bit and probably is in constant change because as marketers we're always learning new things while at the same time the web is changing creating new ways to market which impacts the way I do keyword research.

One of the things I've learned from Jeff Johnson's Underground Coaching Club is that I should embrace competition rather than run from it. In niche marketing we're often led to believe that we need to look

for markets with very little or no competition. Or keywords with no competition. But little competition often means little traffic and little money. As Jeff so aptly points out, even if you do find a small niche with minimal competition but still buyers, all it takes is one or two people to find this market and enter it and your profit is instantly cut in half.

Q: Could you provide an update as to the current success of the campaign (Keyword Elite)? Similarly, are your other campaigns also still working really well and using more-or-less the same approach?

A:

Yes my other campaigns are still doing well with an approach that is very similar. Some of the products have run their course and are no longer hot (but the list I got from them is still hot), but I have new products that I've been doing the same strategy with and are doing very well. Probably better than before because I've honed my methods a bit over the past 8 months. I'm now much more focused on the product specific bonus and building my list as my primary place of effort.

If I learned that a live campaign was not a good idea. In hind sight a live campaign with Keyword Elite was rather ill conceived. By publishing the strategy as I went I almost immediately saw people mimicking the campaign concept for that product as I feared might happen. I decided not to pursue the live campaign with all the effort to create the guide etc ... because I didn't think it would have much chance. When a new version of the product was launched I didn't see the point in pursuing the new version with that campaign and so the sales eventually fell off to just a couple a month and now it's all but dead because it's outdated.

I think the only way to present a campaign is as a case study after the campaign has run its course.

Q: Regarding email marketing, I don't read 99% of the email promotions that come through my mailbox so why would I assume others do?

A:

First off, you really should be reading them particularly because you're in internet marketing! What better way to learn to write email marketing letters than to read what others have written? When you read them watch for the triggers they use to entice you. What are their subtle techniques to get you to click and how can you use the same techniques in your market?

Watch the flow of how their email integrates into their landing page. See how the wording in the email meshes with the landing page. There's just so much to learn by reading what the pros are sending you.

As to whether others open them or not, well the answer is clearly yes. They wouldn't be doing it if it didn't work. Sure, it's a numbers game because not everyone will open your email every time, but when you have thousands of people on your list and you get 500 to open that's a lot of prospective buyers.

You can increase your open rates significantly by working hard to become a trusted source that they can rely on to provide them some decent info over time.

I know that when I get an email from Frank Kern or Jeff Walker that I'm probably going to get a sales pitch, but that's great in my mind because I want to see how they do it. Every email marketing piece I receive is like a free lesson from the pros.

And yes, I even buy from them. I'm not stupid; I recognize marketing when I see it. But that doesn't mean the product being marketed isn't worth the money. In fact I've purchased a number of very high priced products from these guys and they were worth every penny, if they weren't I would have returned them.

I'm currently in Jeff Walker's Product Launch Formula 2.1 at \$2,000 as well as Jeff Johnson's Underground Training Lab for another \$2,000 and I believe the material I've learned just from these courses will pay for itself in as little as a month. So yes, email marketing does work.

Q: Dee,

I have a question. Do you normally answer your emails?

A: Yes I normally try to answer them. I have to admit that sometimes I get so backlogged that sometimes I miss responding to a few here and there. When I send out a lesson I usually get a lot of emails right afterwards and in the beginning when the list was smaller I was able to keep up but it's getting harder.

My new plan, since I've noticed many of the emails are often very similar, is to wait for the first couple dozen to come in, answer them and then try and get a Q&A doc out quickly so that perhaps I can answer most people questions before they bombard me.

I've actually had a number of people tell me they were shocked to even get a reply from me because they can't even get one from some of their paid product vendors.