

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 15!** And today we're going to talk about a website traffic that I absolutely detest... SEO (*search engine optimization*)!

I detest this strategy because for the last almost 20 years I've seen it be so volatile and change so much in so many different ways. I've seen so much misinformation, blackhat tactics that only work for a very short term, and other nightmares. I've seen changes come overnight and people who were making a ton of money from the traffic they were getting with it lose their entire incomes.

It's the strategy that has burned me and my clients more than any other strategy out there.

But... *Does it work?*

When you get it right, it absolutely does, but there's a lot of moving parts to it.

So today, I'm going to give you my thoughts and then we'll spend the next couple of days going over how SEO works in case you choose to do so. With all of my gloom and doom about this strategy it **CAN** work for you, and it can work well. I've just completely and totally given up on it. I'm jaded... 😞

The **ONLY** way I would use SEO again is to be in a niche that doesn't have insane competition and I would outsource all of the SEO'ing to a trusted company. I did this for a couple of years before I quit SEO all together.

Why did I quit?

Because the ROI (*return on investment*) just wasn't worth it any longer. I was paying the company \$2000 a month and making about \$2200 a month from the site. That \$200 a month wasn't worth me having to keep an eye on my metrics and making sure I wasn't losing money.

If you decide to go this route, you need to find a good reputable SEO agency to get started with. Most will do an initial consultation with you, tell you what they'll do for you, and tell you the pricing. However, be very careful because there are way more bad than good SEO agencies out there.

So, my broad view on SEO is that it's a waste of your **BUSINESS** time, and it's basically something that a lot of people make money with in not so ethical ways.

Meaning...

1. Spending a bunch of time working on SEO'ing your entire site and having that as your main focus for traffic (*to me*) is a complete waste of time. Especially when you're in an ultra-competitive niche.

With so many changes in the search engines you never know when your site is going to get dropped in the results or totally removed. It's **VERY** time consuming to stay on top of things and do things the right way.

2. People create crappy software that you **THINK** you need so **THEY** make the money. Often times the software doesn't work or quits working.

3. People offer crappy SEO services that either don't work or they don't follow through on, and **YOU** don't get any results.

In niches outside of Internet marketing I have a very simple strategy.

I setup a content site that is related to a broad niche that my niche is in.

Example: I have a health (*broad niche*) content site, but I'm in little niches in the health niche and the site only has content on these niches.

I then focus on long tail keywords and create a piece of content for the site just on these long tail keywords. I have anywhere from 5-10 content pieces (*blog posts*) created for the content site PER long tail keyword.

I focus **PER** piece of content in getting it ranked.

My content site is also on a totally different server with a totally different hosting company than the money sites that this content points people to.

I also need to state that this is REALLY good content that keeps people reading. It's not trash created for \$5 for 500 words.

AND... I don't spend much time at all on these content sites. I hire people to do it for me. Because the amount I pay people each month to do this stuff for me, I make more money back (*MOST of the time*) each month. It doesn't make sense for me to do the SEO myself.

This keeps me from having to stay on top of what is and isn't working for SEO and keeps me from buying crappy stuff related to SEO.

So... That's my two cents on SEO.

And... that's a wrap for Day 15! Tomorrow we will start in on a deep dive into SEO, so you are fully aware of how it works.

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz