

How To Get At Least One-Million Visitors A Year To Your Website!

Welcome!

[Louis Allport](#) here ... and thank you very much for downloading this interview. :-)

In this eBook you'll find the complete transcript of the interview I had recently with Neil Shearing specifically on just one subject:

How To Get At Least A Million Visitors A Year To Your Website!

Actually, that's a very conservative figure. As I write this Neil's site is getting well over two million visitors a year! And even more importantly he converts those visitors into subscribers to his newsletter, and customers of his products.

Here's a little background on Neil ...



Neil started on the internet selling a little report called "How To Make Money On The Internet" (which he now thinks is a really cheesy title!) ... and that was just to make a bit of extra money while studying at university.

Five years later, Neil's online business has grown so much that he now has 4,000 affiliates ... 2,500 customers, and over 32,000 people subscribed to his newsletter. What's most amazing is that it all started from a business running off free web space!

You can visit Neil's site here:

www.ScamFreeZone.com

You can also listen to the audio for this 20 minute interview...

The audio is in MP3 format and you can therefore listen to it on pretty much any player including [Real Player](#) and [Windows Media Player](#).

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Louis Allport

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Hi Neil ... I remember you saying that you get at least a million visitors a year to your web site ... I wanted to ask you exactly how that happens and how other people can copy that success. So what would be your first steps, what would you recommend?

Well it's not any one thing, it's obviously a combination of lots of different things that pull in traffic. I don't do much advertising myself so I couldn't say one way or another whether that brings in a lot of useful traffic.

The two main things I rely on are the [associate program](#) that I've had since about 1998. I've got about 4,000 affiliates now so they send me a lot of traffic. So starting an affiliate program actually works very well.

And search engine strategies -- I get a lot of traffic from being listed in Yahoo and listed in Google and they send me a lot of traffic so between the two of those and recurring traffic from when I mention something in my newsletter I use a link to the [Scam Free Zone](#) even if it just redirects somewhere else, and links to customers when I email my customers I put links in there that go through the Scam Free Zone.

So I would say those three main things: the associate program, search engine traffic, and residual traffic from just emailing my lists.

Okay. It's interesting you say you don't actually do any advertising. When you were starting out a few years ago did you do some advertising then?

No, I was just too tight to spend any money on advertising so I really didn't, I just optimized a few pages for the search engines and then it snowballed from there.

I didn't do too much search engine optimization, I'm not completely skilled at that, I just optimized a few pages and that brought in traffic and then gradually built on it by launching new products which always generated more traffic because the affiliates would then put up more links and things like that. It just snowballed really.

I do actually do a little bit of advertising though, I shouldn't say I don't do any because someone will probably say "Hey, I know you advertise".

I have a sponsored listing on Yahoo, and that's probably responsible for quite a bit of traffic but I don't actually track that, I couldn't say how much I make from that whether it's profitable or not because they only send traffic to the root domain name, so I haven't actually analyzed that traffic.

Could you explain what exactly is a sponsored ad in Yahoo and how do you use that?

Well first of all you have to be listed in Yahoo so you have to pay their listing fee just to get into the directory.

That's about \$200, is that right?

It's \$299 for them to review your site. You don't pay to get listed, you pay for the review because that allows them to say "No" if they want to. And I think it's now \$299 per year so I only paid \$299 once -- it was just a flat fee ... now it's \$299 per year.

Then once you're in their directory you can pay to "sponsor" that section of the directory. And depending on how much traffic that section gets they will charge you pro-rata so if it's a very, very highly trafficked area of the directory you'll pay more to sponsor it than a back-water area of the directory.

I think I pay \$100 a month to sponsor the Business Opportunities directories web site. Then you get an enhanced listing at the top of that part of the directory.

So -- are you sponsoring keywords or is it just sections of the directory?

That's right, it's just sections of the directory, so wherever you're listed, say they put you under business opportunities you can apply to be a sponsored listing within that part of the directory and they'll tell you how much it is and if you're happy you can say "I want to sponsor that part".

Okay. And you pay -- is it on click-throughs? Or views?...

It's a flat-fee per month so they put your link and the description in a little box above all the other listings in addition to your regular listing half way down the page or wherever it is. So you pay a monthly fee and you sponsor that section of the directory. And obviously get a bit more traffic.

I remember reading actually -- I think, correct me if I'm wrong Yahoo recently changed their backend search engine from Inktomi to Google?

Yeah, they've been with Google for a while now.

Oh okay, that's old news then. I was just wondering -- obviously you appear quite highly in the Google listings, is there an advantage also in adding a Yahoo listing instead of letting your Google search placings appear within Yahoo?

Yeah, because Yahoo first of all display their own directory listings so if you're in Yahoo you come up first ... that only makes sense, and then they display the Google web page matches and it also helps your Google ranking because Google takes notes of whether you're listed in Yahoo or not and gives your site a boost if you are, so you get listed in Yahoo ... you get traffic from Yahoo and you get additional traffic from Google.

So you don't really get involved with Pay-Per-Click search engines?

No, I found that to be a lot of hassle for very little return.

Obviously as you started a few years ago as there were many less web sites and also I think search engines were a lot easier to work with shall we say, I guess you had high listings a few years ago in whatever engines were around a few years ago like Altavista and the others...

Infoseek. That dates me just saying Infoseek.

You've obviously maintained a high placing, and without actually hiring a search engine expert, just doing it yourself ... how have you managed to do that?

Basically I don't do any work on the [Scam Free Zone](#) now, it just maintains it's own high ranking which is very nice ... I think the reason it does that is because it's an extensive site so it's seen as a valuable property so the search engines like listing original content quite high in their rankings.

It's also a very old site so you can't fake how old your site is. They can look up through the whois directories how old your site is and my domain name was taken in 1997 so they know it's been around for a while -- it's been in their directories for a while so they like that fact that I'm not some new person that's trying to spam their listings or whatever so: it's the age of the site, it's the fact that there's extensive content on the site, the fact that there's probably a couple of thousand links into the site, which is also hard to fake, and when you put all that together, I usually rank quite highly near the top of the terms that I'm interested in.

Does most of your search engine traffic come from Google and Yahoo?

Yeah. I know it's Google at the top I think then it's Yahoo...

It's seems to be that the other search engines are becoming slightly irrelevant.

Yeah they are actually. They seem to be fading into the background. I think they've all experienced this major problem with funding after the dot-com collapse and so they've all started plastering their sites with advertising and the one that didn't was Google so everyone has just migrated to Google and all the others I think are suffering.

And Google are actually making a profit.

Are they?

They're making quite serious money.

I think with the number of searches they get per-day it would be hard not to. Because they have the Google Ad-Words Select don't they so I was just looking at that today just dipping my toe in that water to see if it makes money.

And just to talk about [your affiliate program](#)... as you say you have about 4,000 affiliates now and obviously that's a lot of links to your site which helps your link-popularity and obviously you started your affiliate program at some point -- what would you recommend to someone who wants to develop such a successful affiliate program and bring a lot of traffic to their site? How could they build it up? What's important?

Well first of all it's important to pay your affiliates well and pay them on time because affiliates are obviously in it to make some money and if you pay them 10% on something that sells for \$10 they're just not going to be interested ... so you need to get the calculator out and work out how much you can pay them and make sure it's competitive with what the rest of the market's paying, because I made a decision right at the start that I would pay the person who referred the sale 50% and I do that now for all 5 products but that was a decision I made right at the beginning to stick with that.

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