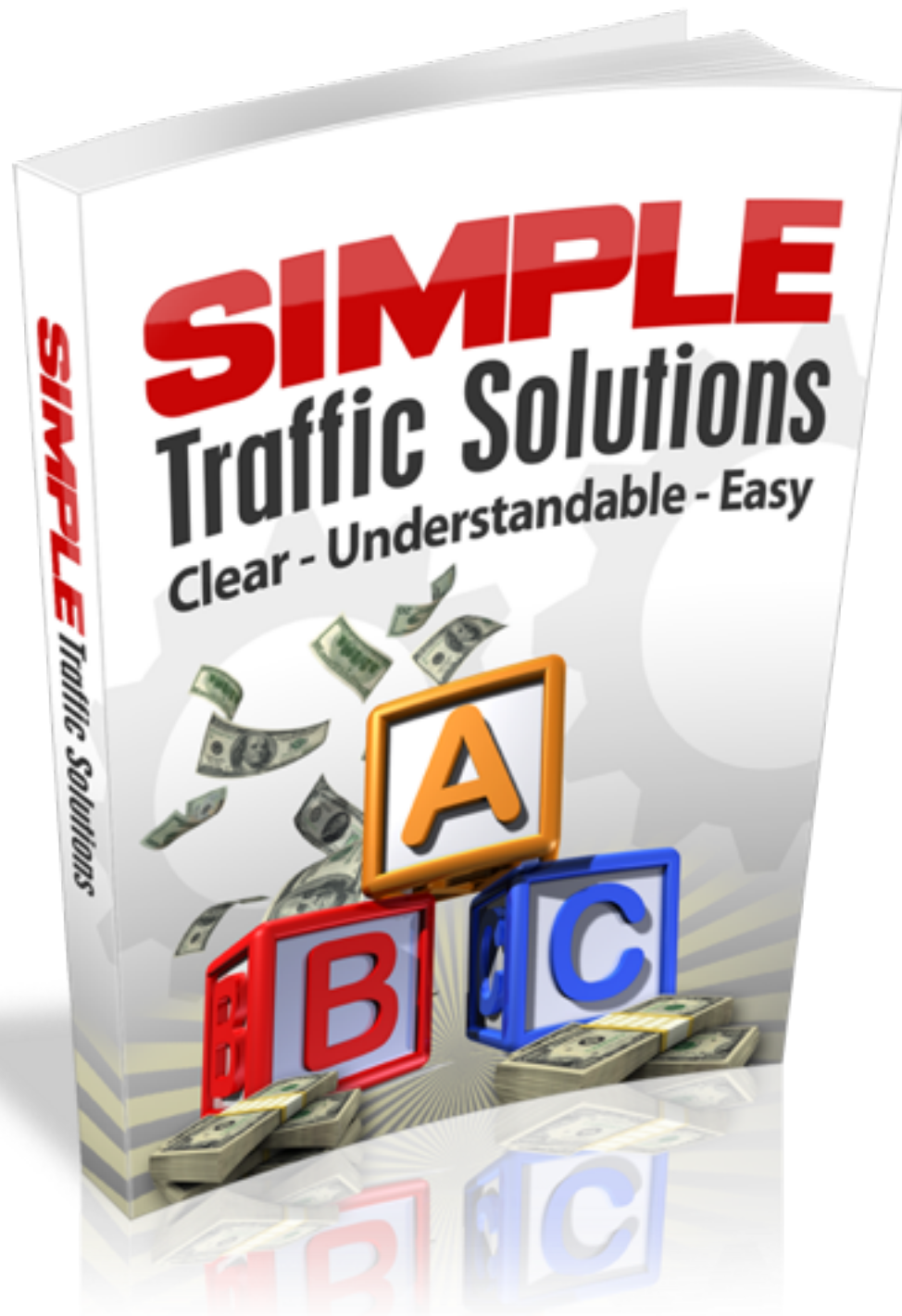




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Introduction

One thing I quickly realized when I got started online was the fact I needed to generate quite a lot of traffic to my websites if I was to make any money online. In the early days I fell for the paid traffic scams that promised a huge amount of traffic for a small investment! None of those methods delivered any results, the 'hit's were probably automated or from visitors that were so un-targeted that they would never bring any real results.

So I tried my hand at PPC (Pay Per Click) traffic, mostly Google AdWords, with that comes a whole new level of stress, first of all you have to set up your campaign, have it approved, bid for keywords, track results, etc. This was something I was never able to turn into a profit as I was always having to pay over **50 cents per click** for decent keywords. So after losing a few thousand dollars and wasting hundreds of hours researching and testing I decided I wasn't going to pay for my traffic.

Then I tried my hand at SEO. (Search Engine Optimization) Unfortunately, with the vast amount of competition out there, there's just no easy way to approach SEO. Plus I have heard horror stories of people spending years perfecting an SEO method that starts to bring results only to see the mighty Google change its algorithm and the traffic stops overnight.

You see, the problem with paid traffic and organic search engine traffic is it can disappear overnight. If you remember the famous Google slap a few years ago that basically put thousands of marketers out of business overnight by making PPC keywords so expensive they couldn't be bid on you will know what I mean.

Then we've had the famous penguin and panda updates that have seen poor quality websites disappear off the search results altogether. While this is not a bad thing if you provide quality content it did kill off thousands of businesses.

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