

# 45 Day Traffic Plan Workshop

## Module 1 :: Lesson 1

### **Important Things To Remember:**

**1.** Make sure that you always create pages on your site focused on specific keyword phrases.

**For example...**

If my keyword phrases were...

dog training  
train my puppy  
potty train your dog

... I would have a page on my site for each of these keywords. And remember to keep adding pages also. It's okay to have several pages on your site optimized for the same keyword phrase.

**2.** Make sure that you always get backlinks not only to your main domain name, but also the pages within your site.

**Again for example...**

If my keyword phrases were...

dog training  
train my puppy  
potty train your dog

... And my domain name was DogTraining.com then I would get backlinks to DogTraining.com for those keywords. Then I would also get backlinks for each of the pages on my site that were optimized for my keywords.

**3.** Make sure to bookmark every piece of content you create on the web for the keyword phrase it's optimized for. This includes pages of your main site, articles, Squidoo pages, Hub Pages, Weebly sites, etc, etc, etc.

**4.** Make sure that you outsource as much as you can. If you have a site making you \$100 a month, then take at least \$40 of that and put it into outsourcing backlink creation.