



# MONOPOLY ASSETS

ONLINE INCOME GENERATION



## ONLINE TRAFFIC GENERATION

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## **A Quick Introduction**

This document has been written as part of a series of trainings that have been designed to help you create a profitable online blog from scratch.

It may seem like an overwhelming or impossible task at first, but if you follow my instructions in the order that I've given them, you'll be positioned for success.

Along those lines, please ensure that you've already completed the trainings that have come before this, as each training manual builds upon the previous one.

If you would like additional tips, tricks and resources you're welcome to join us inside the members area found at <https://monopolyassets.com>.

Once inside, you'll receive access to Done-For-You weekly niche research reports that reveal trending & easy to rank for keywords (so you'll never have to stress over finding a great niche anymore), examples of successful sites that are making bank online (so you can copy their success & get inspiration for your projects) as well as my exclusive courses on: developing your own information product (so you can make money without the hassle of having to deal with physical products), and how to sell and effectively write sales copy.

In fact, I've used these same strategies to generate recurring monthly revenue in different niches, with sales like these:































# ONLINE TRAFFIC GENERATION

Home Activity Pay & Get Paid Marketing For Growth App Center

All

Archive Active

[Download](#)

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If that interests you, you're welcome to join at <https://monopolyassets.com>

Have a great day!

David



## Why Try to Get Traffic Using SEO?

When it comes to getting traffic to your blog, your primary method will be through SEO.

Yes, there are other ways of doing it (including making videos, buying traffic, posting on social media and so on) but writing articles and getting traffic from the search engines is ultimately going to be your best source of traffic.

Why?

Because when your website ranks for different keywords - in addition to the money it brings in - **you can sell your website later for between 24 and 36 times its monthly revenue.**

*That means that if your website brings in \$10,000 each month, you could expect to sell it for somewhere between \$240,000 and \$360,000.*

Once your website is ranking for a number of keywords, you have options: you can either continue to collect the revenue those keywords bring in, or you could sell the website and cash out.

**Simply put:** generating SEO traffic gives you multiple ways of making money.

And that's why we want to generate traffic to our website using SEO. (Of course, if you can get traffic via other sources do that too!)



## **How to Rank Your Website to Get Traffic**

In order to rank in the search engines, we need to come up with a list of keywords that we can easily rank for.

We want to find keywords with:

- Low Domain Authority & Page Authority (DA/PA). To do this, we target keywords that are ranking on the 1st page of Google but have low DA & PA scores. We figure this out by installing this browser extension: [MozBar SEO Toolbar](#)
- A Low Amount of Backlinks & Referring Domains (RD): We want less than 100 backlinks to the page that is ranking on the first page of Google.

Once you've gone ahead & installed the Moz SEO Toolbar, you'll see something similar to this after searching for a particular keyword:

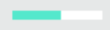
<https://www.runnersworld.com> > running-weight-loss-tips

## 6 ways to run your way to weight loss - Runner's World

Jan 21, 2022 — **Running** can help you lose weight, but not in the way you think. Follow these tips to **run** your way to **weight loss**.

1. Pay Attention To Your... · 2. Push Yourself But Don't... · 3. Work Towards That...

1) PA: 53



141 links

DA: 86



Link  
Analysis

<https://www.roadrunnersports.com> > blog > running-for...

## Running for Weight Loss: A Simple Guide | Road Runner Sports

**Running** Schedule for **Weight Loss** ; Monday—start with an easy 20-minute walk; Tuesday—rest or perform non-impact cardio (swimming, biking, etc.) for 20 minutes ...

[How To Lose Weight Running](#) · [Interval Running For Weight...](#) · [Running Schedule For Weight...](#)

2) PA: 46



256 links

DA: 61



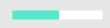
Link  
Analysis

<https://parade.com> > Health & Wellness

## Running Is a Great Way to Lose Weight—Here's How Trainers ...

Feb 9, 2022 — Treadmill **running for weight loss**. **Running** on a treadmill is a great option if you have access to a gym treadmill or have one at **home**. Also, if ...

3) PA: 52



76 links

DA: 87



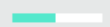
Link  
Analysis

<https://www.timesnownews.com> > Health News

## Running Tips: How to run or jog in place to lose weight and ...

Sep 24, 2019 — Key Highlights · Jogging in place can be a convenient and simple alternative to help you burn calories · It is an effective cardio workout that ...

4) PA: 47



33 links

DA: 84



Link  
Analysis

What you're looking for is circled in red.

For a newer website, it will be very difficult to rank for a keyword that has websites with metrics like the one listed at the top (200+ backlinks on DA 61 & above). So, we want to find easier keywords that we can rank for. (Easy to rank for keywords that are made up of 3+ words are generally referred to as long tail keywords.)

*But how do we find these long tail keywords?*

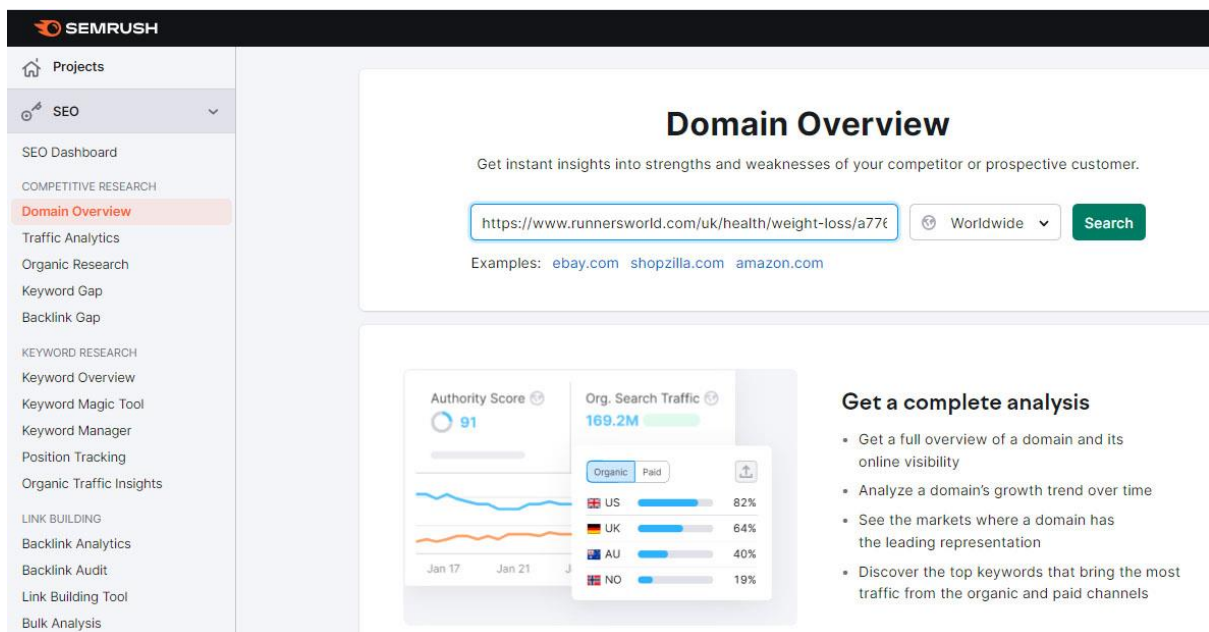
One of the easiest ways to find long tail keywords, is to go to Google and type in a keyword or search phrase related to your niche like “running for weightloss” or “weight loss tips”.

Once you’ve performed the search, you’ll have a list of all the website URLs that are ranking for that particular search term.

Start by copying the website URL that is ranking at the top of Google. Now we will need to analyze this url using a tool called SEMRush.

[You can open a free account there so you can follow along by clicking here- it’s a very helpful tool to have and they have a free plan available.](#)

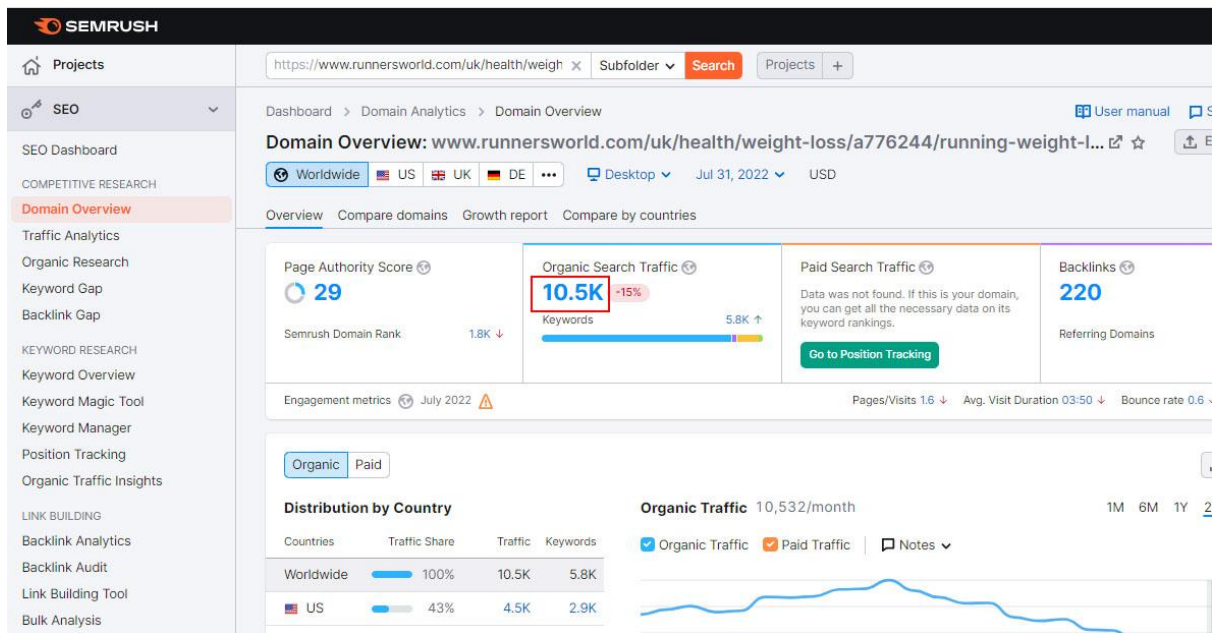
Once you’ve copied the website URL & have logged into SEMRush, paste the URL into the Domain Overview search box and click the green button to get started:



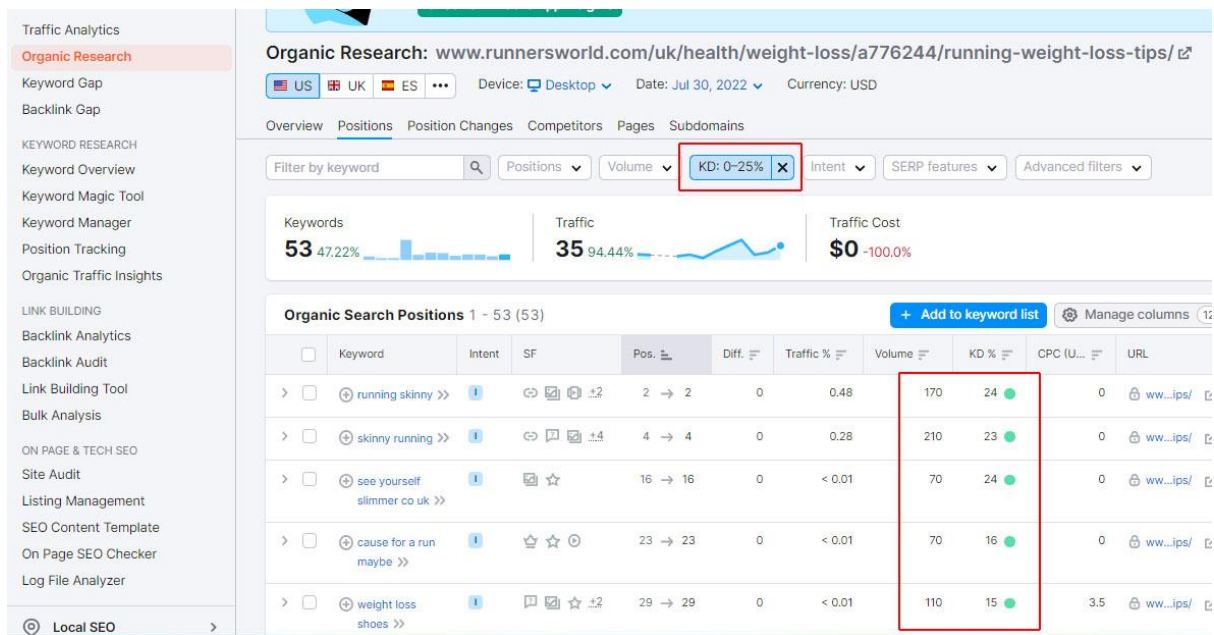
On the next screen, click on the number just under the “Organic Search Traffic” header:



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After that, on the next page you want to set the KD filter to only show you keywords with a Keyword Difficulty between 0-25 as shown below:



Now you will see a list of keywords that this website currently ranks for, but it also shows the Keyword Difficulty as well as the Keyword Search Volume.

I recommend saving keywords that are a minimum of 3 words long. You can do this by exporting them, or copying them into the example Keyword Spreadsheet that I've included.

Save the following information: the URL of the website that is ranking, the search term, the keyword volume, the keyword difficulty & the date.

This will all come in handy later.

From image above, you can see that we might have found a keyword that is worth going after: weight loss shoes.

The ideal keyword to find is either a product-centered keyword (like “weight loss shoes”) or a review style keyword (“best weight loss shoes”) as these are keywords that people would use if they’re looking to make a purchase.

And this is what we want - them coming to our website and buying the products that we refer them to.

*Of course, these product-centered or review-style keywords usually have more competition than so you may have to optimize for more general or informational type keywords in order to get ranked when your blog is brand new.*

The main thing is that when you’re starting your blog, you need to get traffic (even if the keywords you rank for aren’t product or review centered) and once your site has a bit of age & authority you’ll be able to start ranking for more & more difficult keywords.

Getting back to our example, I recommend that you get all of the URLs that rank on the first page of Google for your keyword search term, and then use SEMRush to find the easy keywords that they rank for, so you can build up a list of keywords that you can write blog post and optimize for on your website.

Ultimately, our goal is to rank in the top 1-3 results on Google, so you can get at least a percentage of the Keyword Search Volume as follows:

Google Result Page Rank	Average Traffic Share
1	32.5%
2	17.6%
3	11.4%
4	8.1%
5	6.1%
6	4.4%
7	3.5%

By targeting easy to rank for keywords like this, your website will be able to rank MUCH faster. And that means that you'll be making money that much sooner.

The next step is writing the article itself for the keyword.



## **Writing & Optimizing Your Article**

### **For a Specific Keyword**

Before you jump in and start writing your article, you will need to take a little bit of time and identify the overall topic.

The keyword itself will often be the topic, but you want to go beyond that and understand what the person searching for that term is really after.

Ask yourself: *"What is the user really looking for, or asking, here?"*

Once you've done that, you need to collect a few other keywords, topics and questions that the other pages on the first page of Google have in their article.

*(There is a faster way than doing all of this manually - more on this later.)*

These keywords, topics & questions will help you organize & write your articles.

**After that, you can begin writing & optimizing your blog post for the topic/keywords that you're targeting by covering the following:**

- The Title & Description optimized with your main keyword.
- URL structure.
- Alt tags/Meta tags
- Internal links (linking to other articles or content posted on your website within the new blog post)
- H2 & H3 need to be optimized for your keyword topic as well
- Use your main keyword a couple more times throughout the article, as Google needs to know what keyword/topic your page is about
- If you write longer content (1.5k+ words) is easier to optimize for entire topics. And Google LOVES longer content, as longer articles often answer more questions about the topic and gives more value to the visitors.

**If you installed the YOAST SEO plugin for Wordpress like I recommended in the previous section about setting up your blog, it will help walk you through the process of optimizing your blog post.**

As I mentioned above, there is a way to have most of the writing & optimization done for you.

[And that's done by using a tool called Outranking.](#)

They are a combination AI article writer and blog post optimizer - and they can spit out articles with just one click.

I use a few different AI content creation tools - [including Jasper](#) - but if I had to choose just one service to use, it would be [Outranking](#).

**Outranking will take your keyword and analyze the top 10 results in Google and determine EXACTLY what your blog posts needs to do in order to outrank the competition.**

Personally, I use both Outranking and Jasper together and find it's a great way to write great SEO optimized articles in just a few minutes.

A lot of people use Jasper and SurferSEO, but I personally hated SurferSEO (and it was very expensive!).

Finding Outranking was a game-changer for me, and I've found that I've had articles rank with few if any backlinks built to them.

Of course, as I mentioned before, you don't have to get an AI article writing/optimization tool - you can do it manually if you're on a budget...it will just take you longer.

[But if you can afford it, I recommend getting at least Outranking](#)

## A Word On Using AI Generated Content

As great as AI writers are, you shouldn't rely on them to do ALL of the work for you.

If you do use an AI writer, I recommend you do the following for all of your articles:

- **Proofread the entire document.** Make sure that everything is structured well and that it makes sense - just like if a human wrote it. Sometimes AI tools can repeat itself, so make sure to double check everything.
- **Always check to make sure that what is written is topically relevant and true.** One dead giveaway that AI wrote the article is that it might go off topic or include statements that aren't factually true.
- **Double check for plagiarism or duplicate content.** I recommend using [Copyscape](https://www.copyscape.com) for this as it's the easiest.

After you've written your article, optimized it, and have double checked to make sure your content looks good, you will probably have to build some backlinks to it in order to get it to rank.



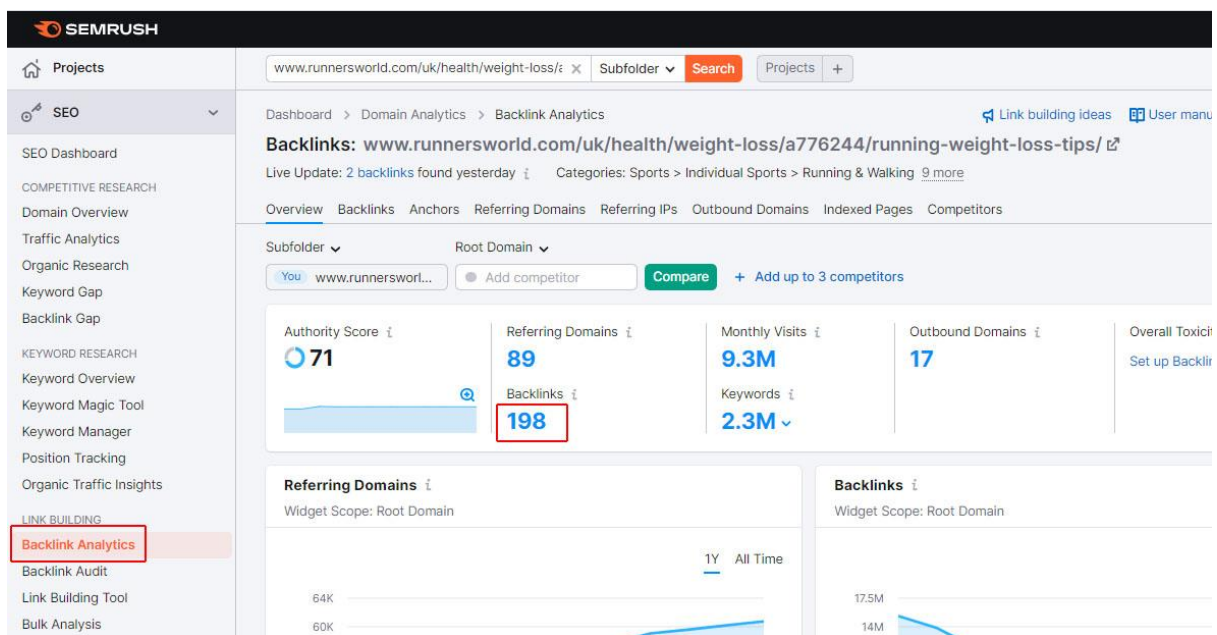
## Building Backlinks

Even with great SEO optimized content, you'll likely have to build at least a few backlinks to both your website root domain (IE <https://yourwebsite.com>) and the article itself (IE <https://yourwebsite.com/article/> ).

To do this, open up the spreadsheet where you saved your keyword information, and log into your account in SEMRush.

Once you're there, copy the Ranking URL that you saved before, and enter it into the search box in SEMRush just like we did before.

After you've done that, click on the "Backlink Analytics" tab on the left hand side, and then click on the number just below where it says "Backlinks":



Now SEMRush will show you most of the backlinks that are pointing to that particular page.

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Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

On Page SEO Checker

Log File Analyzer

Local SEO

Advertising

Social Media

Content Marketing

Trends

Agency Solutions

MANAGEMENT

My Reports

Lead Generation Tool

AllActiveNewLostTime periodAllFollowNofollowSponsoredUGCLinks per ref. domainAll1310

Link placementRef. page platformRef. page languageMobile friendly pagesFilter by title or URLAdvanced filter:

<input type="checkbox"/>	Page AS	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen
<input type="checkbox"/>	24	Run This Much to See Visible Changes to Yo... <a href="#">www.eatthis.com/news-run-this-much-to-see-visible-changes-to-your-body-says-olym-pian-runner/</a> BlogENMobile friendly	27	70	Runner's World <a href="#">www.runnersworld.com/uk/health/weight-loss/a776244/running-weight-loss-tips/</a> TextContentNofollow	May 31, 20
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<input type="checkbox"/>	15	Nedafí se vám zhubnout, ačkoli pravidelné ... <a href="#">www.svetzeny.cz/zdravi/dietu-hubnuti/nedari-se-vam-zhubnout-ackoli-pravidelne-beh-ate-zkuste-zmenit-trenink</a> CMSCSMobile friendly	46	123	Runner's World <a href="#">www.runnersworld.com/uk/health/weight-loss/a776244/running-weight-loss-tips/</a> TextContent	Apr 23, 20;
<input type="checkbox"/>	12	Mách bạn cách chạy bộ giảm cân hiệu quả *... <a href="#">hellobacsi.com/the-duc-the-thao/bai-tap-giam-can/chay-bo-giam-can/</a> VIMobile friendly	21	35	<a href="#">https://www.runnersworld.com/uk/health/weight-loss/a776244/running-weight-loss-tips/</a> <a href="#">www.runnersworld.com/uk/health/weight-loss/a776244/running-weight-loss-tips/</a> Text	Apr 18, 202

All you have to do now is go through the list of links and see if you can get the same links to your page that you want to rank in the search engines.

**Pro Tip:** When checking the Backlinks Analytics section, click on the “Anchors” heading to see what type of anchor text you should use when building your backlinks.

When building backlinks, you want to get as many links as you can from websites that are topically relevant (IE the whole site is in the same niche as yours) and have a good DA & PA score.

If you can't get links from sites that are topically relevant, getting a link in an article that is topically relevant (even if the website isn't) it will help.

*If you build 1-2 links like this per day, it shouldn't be long before you see your website moving up the search engine rankings.*

Of course, there are many other ways of getting backlinks, but this is a great strategy to get you started.

**For your reference, here is a list of backlinks that have done the best for me** (I've ranked them from the most powerful to the least powerful based on my experience):

- High DA/PA Niche Relevant Domain with a niche relevant article having a backlink pointing back to your website.
- High DA/PA Non-niche Relevant Domain with niche relevant article, where the website itself is not focused on your niche, but the article that has the link to your website is related to your niche.
- Low DA/PA Niche Relevant Domain with a niche relevant article having a backlink pointing back to your website.
- Web 2.0 links. These are article sites like Tumblr, Blogger, and other sites that you can register on and post links to.
- Social Media Posts. Facebook, Twitter, Pinterest and so on.
- Profile backlinks. These are sites where you can register for free, and put a link in the profile URL box in order to get a backlink to your website. Sites like Microsoft, Blogger, Discus, Instructables and so on.

If you don't know where to get backlinks, you can get some at a gig website like [Fiverr](#).

That's it - all you need to do is rinse & repeat and watch your website move up in the search engines!



## **Closing Remarks**

As I mentioned earlier, if you're able to get traffic to your blog using SEO it opens up a world of possibilities.

Aside from the revenue the traffic will bring in, you can also sell your blog later.

And you could sell it for a LOT of money.

The process can be a bit tedious, but if you're able to do a little bit everyday you'll start to see results before too long.

Once you've got some traffic coming to your blog, you can look into some different ways to maximize your earnings - which we are going to go over in the next training manual.

Until then, have a great day!

David

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