

The Death of SEO



This is a quick report on how to build [completely automated SEO and Social Media integrated website](#) that will automatically generate tons of traffic, and consistent income online.

I've spent a lot of time and money implementing SEO strategies only to be totally disappointed. I've purchased 1,000's of cheap backlinks with no results and more frustration. I am **not** going to tell you there is a **Secret Code** because Google will just change the game tomorrow and none of it will work any more. I am going to tell that is **easy** to create totally integrated sites that use the benefits of SEO and that siphon traffic from an endless series of new traffic centric networks. This the sort of traffic Google cannot take away from you.

In my search to find consistent traffic, the best solution has been creating blogs and then seeking out backlinks from other websites and Web 2.0 sites, such as Squidoo. The problem with traditional blogs is that they have to be maintained and updated on a regular basis. There are some automated blog systems that use RSS feeds to scrape

content into your blog, but RSS feeds are offer very limited content and are easily detected by the search engines. Traffic generated by using RSS feeds is not going to stick around your site once they figure out it's just a bunch of crap! This is called the bounce rate and Google knows your sites bounce rate. Google is very good at finding these sites and removing them from their index. RSS Feed automated blog sites are a complete waste of time!

Generating traffic that can be converted into sales or leads requires your content be substantial, be interesting enough to attract comments, and have a variety of formats such as videos, Q&A and articles. Automated blogs have to be a ***real blog*** in order for them to work. Just throwing RSS feeds in for content is not going to work, and why most people fail to generate traffic with the typical automated blog system. There are a number of new WordPress Plugins that scrape *article* content into your blogs, but the proliferation of these tools is making it more difficult to sustain real traffic. While scraped article content is better than RSS feeds, Google is getting better at finding spam blog (splogs) and removing them from their index. So this approach does not work long term.

The solution is to be able to add content from multiple sources and types, while adding your own *unique* content as well. It is very important that the addition of new content appear to be very natural. If you scrape articles into your blog every day at 10:05am Google will figure it out and remove your site from their index. Adding a variety of content on an irregular schedule, as well as some unique content will prevent this problem. We will be showing people how to automate this with [Marketing on The Fringe](#).

Backlinking

The next step is to generate one way links from relevant websites and social bookmarking sites. This is area where the average person gives up. Most ebooks and experts tell you to write articles, press releases, beg other sites, generate blog comment etc, and these are great tactics but are time consuming. We are going to show you how to automate the whole process of attaining one way links.

Some webmasters select to participate in two way link exchanges. . . ***these don't work***. One way links from a *variety* of sources is the most effective approach. Links from other websites, and blogs which are relevant to your site's topic have the biggest impact. Keep in mind not all backlinks are created equal. One link from a link farm, or buying links from other webmasters through a link service can spell doom.

Social Bookmarking

Social Bookmarking is an absolute must for your blogs. Make it easy for your visitors to bookmark your post using a tool like "addthis", but you need to bookmark every post yourself. There are some great tools such as Onlywire than can help minimize the time required to bookmark each post, but you still have to visit the site and create the bookmark. We show you how to automate this process with [Marketing on The Fringe](#).

Web 2.0 Marketing

One of the best ways to get your site deep indexed and to drive major link value to your site is to create Squidoo Lenses. Google loves Squidoo, and since a Squidoo Lens lets you to embed a *RSS feed from your blog* Google will follow these links back to your blog. This technique generates one way links to your blogs individual post. There

is a synergistic effect between blogs and Squidoo (and other web 2.0 sites). As the content on your blog is updated so is the Squidoo Lens. The lens gets more attention from Google which in turn gives your blog more attention.

There are dozens of sites just like Squidoo so in order to take advantage of them you need a tool that can take your content, spin it to make it original, but still readable, and then automatically post it to as many Web 2.0 Websites as possible. With [Marketing on The Fringe](#) we explain more about how to go about generating a lot of unique content for Web 2.0 sites. Some folks call this Parasite marketing, and there are some elements of black hat techniques being used to get the most out of web 2.0 marketing. As long as you **use these technique responsibly** and you are not out for a short term gain, you will reap long term benefits.

Videos

In the last year it seems as if videos are taking over the search engine results. The search engines love videos, but uploading them to dozens of sites takes too much time. I use videos in a number of methods. First I embed other people's video on my site to attract traffic. I also create short, but effective videos that I distribute via YouTube and other video sites to drive traffic to my sites and generate high quality backlinks to my website.

Social Networking

Socializing your website **may be the biggest pay off yet!** Why? Socialization is like catching a huge wave at any point in time. You do not have to do much but set things up and find people that have the same interest. You can set up your blog to automatically post content to both your Twitter and Facebook accounts. As new

content is posted on the blog it gets posted to both Twitter and Facebook at the same time. Traffic is generated directly from social sites as well the search engines.

The big payoff when you socialize your website is the ability to generate immediate traffic. Simply set up the system and then let things grow naturally. Better yet, spend some time with your social network and you can see your traffic grow virally.

[What is Marketing on The Fringe](#)

We are happy to build these systems for people, but you will pay a huge premium and we would rather show you how to build automated traffic solutions for yourself. I am also going to show you how to keep an eye on what the most aggressive marketers in the world are doing. This is a way to keep in touch with what direction the search engines are headed. Google changes their algorithms constantly so there is no way to know what the Google gods are looking for. We will show you how to monitor what's happening, and then apply that knowledge to your websites and product promotions.

[Marketing on The Fringe](#) is **not another SEO training product**. In my **opinion SEO is WAY over rated** and becoming less important everyday. All SEO functions can be automated by learning how to approach site development from an intelligent and (here's best part) simplified manner.

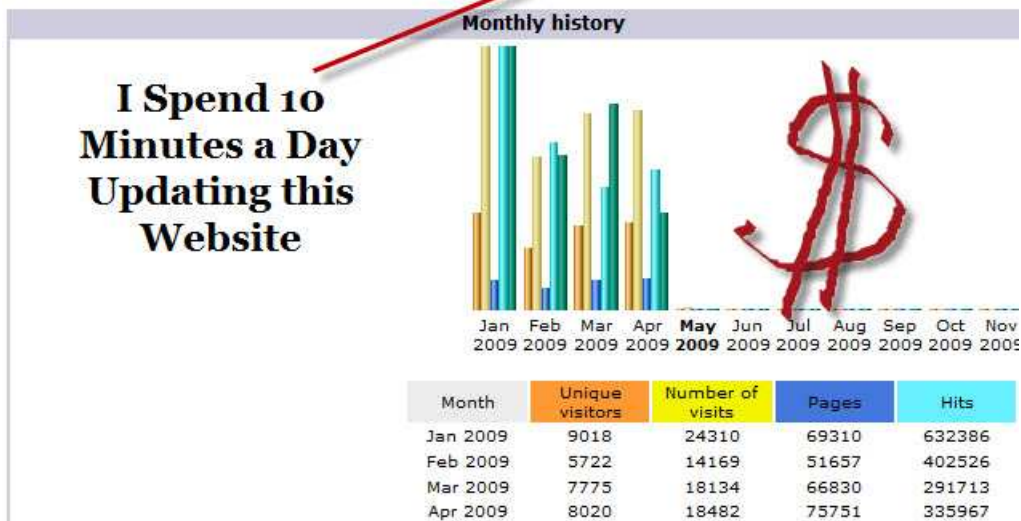
Once you learn the true integrated and automated approach to constructing self sustaining traffic generating websites, you will have more time on your hand to focus on **what is really important for your business...Conversions!**

Here is a sample of one of my websites that generated over 75,751 pageviews in the month of April and required less than 10 minutes per day for me to maintain. All the work is setting things up and that is easy if you know how and you follow through.

Anyone Can Get Results LIKE These:

Summary			
Reported period	Month Apr 2009		
First visit	01 Apr 2009 - 00:00		
Last visit	30 Apr 2009 - 23:58		
	Unique visitors	Number of visits	Pages
Viewed traffic *	8020	18482 (2.3 visits/visitor)	75751 (4.09 Pages/Visit)
Not viewed traffic *			98826

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.



Why is [Marketing on The Fringe](#) Different?

Good question. Through out this report I shared a lot of common sense approaches and SEO stuff that are probably not new to most readers. The reality is these systems work, but you will be taking hours and hours of your time everyday to implement them. [Marketing on The Fringe](#) is going to show you how to make everything you do in traffic generation totally automated OR considerably more efficient.

[Marketing on The Fringe](#) is **not about SEO it is about Traffic Generation** and efficient usage of time. Some of the information we share with people may be a bit scary and a tad aggressive, but that's what it is going to take into today's competitive online business. This is business and business is war. I am going to show people how to be aggressive without stepping over that fine line. Sustainable Aggressive Marketing will certainly give your business an advantage over your competitors. If you do not want that then you should not be reading this report.

Bill McRea

[Marketing on The Fringe](#)

You Rights:

You may give this ebook away to anyone you want. You may not use this for blog content, or as PLR or for any other purpose.

© 2009 McRea Marketing Concepts – William J McRea