

Robin: Hello everybody and welcome to Traffic Geyser's Weekly Webinar. This week, we are going to be talking about our website builder in Traffic Geyser 2.5.

Today, I would like to welcome Rick Dilllott from Instant Customer to join us.

Rick Dilllott: Thank you very much. I am very, very pleased to be here helping you guys out with episode number two. I know Kevin Barnes is ill today, so I am, again, more than happy to fill in and I think I can bring a little bit of some Instant Customer wisdom to your broadcast as well.

Robin: Thank you very much. I appreciate that. One of the main reasons that Rick is with us today is because of the fact that Instant Customer is a very important part to the website builder as far as the autoresponder portion of it. So, Rick is going to be able to give us all a lot of insight on tips to use Instant Customer. If you're not an Instant Customer user right now, we'll give you a link to try the 21-day trial just like some of you are doing with Traffic Geyser right now. If you are a member, your accounts will link automatically. So, when you go to build your website, when you get to the lead capture page, it will automatically link you to your Instant Customer account.

So with that being said, I think we're going to go ahead and get started. The three things that we're going to cover today is the Website Builder, as I've mentioned. The use of Express Lane program, video training programs that Mike put together. There is a handful. I think probably eight or ten videos within the Express Lane video training system that will give you a lot of insight, not just for the website builder, but also for submission process that we had talked out in our previous episode. Then we will talk about the Top 5 FAQs that you folks turned questions in.

Also, keep in mind that you can always throw your questions into the chat and Rick will read those off. We'll do a Q&A at the end of the show and Rick will read off some of the questions and we'll answer them. If you do not get your question answered during the show, I will be going through and answer those via email like I did last week. Some of you most likely got emails from me with my answers to your questions. So, hopefully that helps you guys out. Okay.

What are you going to benefit from today's webinar? You're going to get tips from both Rick and I on how to maximize your Website Builder and utilizing Instant Customer for the follow-up portion to be able to create and build relationships with folks that are maybe prospects that you're wanting to turn into paying customers for you.

Again, you're going to get your questions answered. Just like last week, you're going to learn possible new tips from other folks on how they are using our tools.

Rick Dilliott: Okay Robin, real quick. Speaking of using these tools, are these webinars being recorded and where can they see replays?

Robin: The webinars are being recorded. Thank you for the question Rick. The webinars are being recorded. They will be available in the newsletter that everybody gets on -- usually it's Friday morning, the Biz Bits Newsletter. It will have registration links for future webinars, both Instant Customer as well as Traffic Geyser, and it will give you replay links for the current week shows, okay?

Rick Dilliott: Yeah, thanks.

Robin: You betcha. Also, we will have a couple of slides down. We'll have a link that they can go to as well.

Okay, first things first. What can you ask here and what should you ask through a support ticket. Questions on how I can do this or how I can do that or types of questions that you will ask here, more technical questions such as one-off issues that you had with a particular job or campaign that you are dealing with, be it in Traffic Geyser or Instant Customer or something with, we would prefer that tickets are opened on. With Traffic Geyser, you can send the tickets to either through your support portal, in your Traffic Geyser account, or at help@trafficgeyser.com. Rick, what's the email for Instant Customer?

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Rick Dilliott: Instant Customer is just help@instantcustomer.com.

Robin: Very good, very simple.

Rick Dilliott: I know with ours, what we really try to do, and I'm sure you guys are doing the same thing here is as a sort of a community exercise here to try to ask questions that would help everybody or if there is something that seems not clear that we can help clarify. Those are really what we're looking for in these kinds of webinars. Like you said, questions that more pertain to a specific problem you have. Those are much better addressed in a support ticket.

Robin: Correct, thank you. Also, keep in mind folks that the simplest questions that you think you don't need to ask here, there are probably a handful of other folks that are wanting to ask the same thing. So, any questions that you have, please feel free, throw it in the chat log and we will make sure that we'd get it answered at the end of the show.

Now, the content issue: Good Content is a Foundation. This goes to what Mike talks about in our Express Lane video series. Just like last week when Kevin and I talked about content for your videos to show and get ranked on the search engines. Content in the websites is pretty much the same thing. You want to have videos that are interesting and will cause or allow folks, more clients to want to get more information from you by opting in to your opt-in form.

Rick, can you turn your volume down just a bit?

Rick Dilliott: Yeah, absolutely.

Robin: There we go. Thanks.

Rick Dilliott: How's that?

Robin: That's perfect. Thank you very much.

Rick Dilliott: Okay.

Robin: Is there anything you wanted to add to this Rick?

Rick Dilliott: Yes, absolutely. Now, coming from the Instant Customer side, we are constantly building templates for people to use that really should be a basis for how you're communicating with your client. The main point is people recognize spam, not only do people recognize it, but the search engines recognize it, your clients will recognize it. Content is king. Give people content. You have to be able to show your knowledge on a subject and people will come to you because they can't solve the individual problems themselves.

Also, we do a lot of work with Brendon Burchard and people like that, where you're really going out in the public. If you're selling this or if you're using it for business, really, the same things come into play though. But establishing yourself as an expert, as somebody who's knowledgeable. You really can't give away too much because every situation and every client you're going to have is going to have specific problems that you need to help them with. So, I think some people tend to shy away from really showing everything -- no, you're not going to show everything, but showing a lot of what they know, holding back like that, really, that's not how the successful people make it.

So, you'll always want to be thinking about your client's voice, your client's demographics and really providing as much really good content as you can to get as much notice and hits on a website or as many opens in an email as you possibly can.

Robin: Okay. Thank you very much. I appreciate that.

Okay, Using the Website Builder. What we're going to show you today is how to setup a website. Now, the websites that you're going to have access to creating through your Traffic Geyser account, they have all the required elements that are needed for them to be search engine friendly. A lot of folks think that they have to have special plug-ins here and there, thrown into their website in order to get it to rank better. We've already developed all of the elements and everything that you needed in order for your website to rank.

Now, the most important thing outside of that is again, just like last week, is the keywords. If you're not using quality keywords, it doesn't matter how many plug-ins you have, what elements you have in the background of your website. You're going to have a hard time getting it to rank. So, we're going to do a walkthrough of building a website. Rick is going to talk to you and show you how to setup an Instant Customer campaign.

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Again, keyword research is key. Once you're done with your website, you will be able to have the website rated through our system. Once you get your website to a certain point, it will be of the quality that we're going to allow it to be put onto our online business directory for free for you, to give you the additional exposure. One of the main reasons for that is because of the fact that the more directories a website is on, the search engines are going to see that and the search engines are going to look at you as an authority, because of the fact that you're on multiple website directories.

Anything you want to add to this one Rick?

Rick Dilliott:

Yeah, just real quick, can you explain the difference between some -- I mean, we do have some people in here that are on MSMM or Fusion and we're mostly be going over the Website Builder today. Now, do they have that? Do they only have mini sites? What's the difference? I think, conceptually, a lot of this stuff is exactly the same, right? On the keyword searching, how to get ranked, so I think this will be valuable absolutely for everybody. But I have some people asking whether or not this is specifically in their package or not.

Robin:

Okay, thank you. I appreciate that, and a good point to bring up. The Fusion members are using our mini site builder, which does not have some of the components that our new 2.5 Website Builder does have. The main differences are with the website builder, instead of just using one of our templates -- you'll use our template, but you'll be able to change your headers and your footers to whatever you wanted to show. So, if you've got a client that you're working for that want specific images on the top and bottom of the page, you'll be able to do that and we'll show you how through the Website Builder.

As far as the online directory, that is something that is available through the Website Builder. I would've imagined that if we got an email from somebody, from Fusion for example who says, "Hey, I want my site to be on the online directory." They send me an email or send it through help@trafficgeyser.com. I'll do everything I can to make sure as long as it passes through all of our parameters and requirements that I can get that, put on to the directory as well.

Rick Dilliott: Excellent.

Robin: Okay. So with that being said, let us go to the Traffic Geyser homepage and you're going to go to your Tools menu. Go to your Website Builder and you'll see that I've got a couple of slides already here. You want to create a new one, just go ahead and click on "Create a new one." You're going to give the title.

If you're going to use your own domain name that you have with Go Daddy, HostGator, whomever, you'll click on the dropdown menu here and you'll click on "Use your own domain." If you're going to just use our kazzoepress and use a subdomain, then you'll just leave it as is.

So in this case, we'll just throw in, let's see -- if you're using your own domain, do not include the http or the www. All you're going to be including is the chandlerchiro.com. I think that's going to be isn't yet. You want to add a blog site to your website. You click on the check box there. You need to make sure that you accept the terms and conditions of using the Website Builder. Then you'll select the template that you would like to use. Again, you're selecting this template to get started. If you'd like to change the header or the footer, you'll be able to do that with images that you upload into your Traffic Geyser account and then you'll see as we get to that point that you'll be able to select those from our media chooser window.

So, we'll just select anything right now as far as template goes and then we'll go to Publish. Okay. Now we've created the site using whichever title you used. Now, we're ready to go in and start telling -- as we've got it in the tip window just like with the submission process last week using our submission tools, you've got tip windows from most everything here.

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So, click on your "Edit," your pencil and paper edit button. Now, you're ready to start filling in your content, all of your homepage, what you want the homepage to show. You're going to have your video on there, what do you want everybody to know about your company. You want to make sure that you're using keywords in this area as well, as you do

with your title page, About Us. It's all basically very common, just common information that you would use for each of the pages.

One of the other key things about the website builder that we do not have in Fusion for the Mini Sites is the ability to add additional pages. We've had so many folks that are Fusion members. Hopefully, we have some of those folks here. But so many folks asked us, "Well, how come I can't add another page?" That's one of the main reasons why when we developed 2.5, we came out with -- or Kevin actually designed this and gave us the ability to create additional pages.

So, if you want to create a new page and title it whatever you want to title it, let's see -- what should we title it, anything. Rick, give me something to throw in here.

Rick Dilllott: Typically, I have archived video page maybe or other links to affiliates, other pages, other recommended articles that you have or archived articles, anything like that.

Robin: Okay, that's cool. Then you'll have the checkbox right below it. Do you want it to show up on your homepage in the navigation bar? If you do, you'll click on the checkbox there and go archive. Then you've created the page. Now, we have an archive video page to go along with our Thank You, Contact, Service, About Us and our Home pages.

Now, go to the Settings tab. This is where you're going to put in -- this is one of the more important sections on -- I guess my computer is running a little slow with Go To. There we go. This page here obviously is just all your personal company information, so you'll fill that out. This page here is probably the most important page when it comes to your visibility with the search engines.

So, you've got your title mandate as carried over from the first page, your headline and anytime that you see the info button or the info option there, it will show you exactly where on the screen that that section shows up. So, obviously in this case, the title for the website shows up in a tab of the window that the site is on. Go to your headline. It will show at the top part of your site. You're going to do your keyword research, throw your keywords in there, and all of the other information.

I'm going to show you a finished product in a second. It's very important to make sure that each and every one of the fields is completed. Some of them are optional pages, the meta tag page, the Google Analytics page for tracking purposes, those are all optional pages. Your Blog page will show again on the top. In your navigation bar, it will show Blog if you selected on the first page that you want your Blog page enabled, okay?

After you're completed with that -- I'm sorry, my apologies. Check on this box here to make sure that your site is indexed with the search engines so that when somebody searches the keywords that you're listing that you're hopefully showing up as long as you're using quality keywords.

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Then, the next section is where you're going to put your video app. You want to take your YouTube link that your video needs to be on, throw your YouTube link in there and then that video will be on the first page -- under your homepage rather, sorry about that, of your site. Then, this is very important as far as showing all of the links for Facebook, LinkedIn, Twitter, YouTube. Again, these are going to show up. I can't see it on that one.

Rick Dilliott: Yeah, expand that out, because that's definitely important.

Robin: Let's see, unfortunately, this is as big as the --

Rick Dilliott: I can see it there. That's --

Robin: So you can see it there?

Rick Dilliott: Yeah, just kind of use your mouse and point out where it is.

Robin: Right. So up in the header section is where the links will be that they can access your Facebook. They can like your page. They can access your Twitter feeds or your Twitter account. They can go to your YouTube channel and look at your other videos that you have on YouTube and they can email you directly from your homepage or actually from any of your pages. Okay.

Rick Dilliott: That video has to be on YouTube, there are no other options there on it?

Robin: Yes, that is correct. The video does have to be on YouTube as that is the primary -- you could have it in your Media Manager folder, but then you would have to submit it to YouTube. If you don't already have it there, you can have it on your Media Manager folder, in your Traffic Geyser account and then do a submission job just for the YouTube channel to submit that video and boom, within two or three minutes of doing the submission, you'll have the YouTube link that you can copy and paste back into your site.

Rick Dilliott: Yeah, easy enough just to use your regular Traffic Geyser tools to do that.

Robin: Correct.

- Rick Dilliott: Then what, you're just using the standard embed code, sure --
- Robin: Yeah, you don't even need the embed code. All you're doing is taking the link.
- Rick Dilliott: Taking the link straight.
- Robin: Yeah, here's the example right there, if you're using the link that that page or that that video is hosted at it at YouTube.
- Rick Dilliott: Good, so you've got an example there, so they can see exactly which one to go.
- Robin: Correct, exactly. You want the page in the middle of the -- I'm sorry, if you want the video on the middle of your page instead of over on the left side, simply obviously just click on the box. Check the box there. If you don't want folks to see your location address whereas in your Contact Us page, it would show with the Google Map. If you don't want that to show up just check that box there. If you don't want them --
- Rick Dilliott: In general, why wouldn't you want that to show up, because you're using some sort of nonlocal business address there?
- Robin: Yeah, you're using a P.O. Box. You don't have a storefront, you don't have a brick and mortar business, you're doing it from your office, in your house and you don't care for them to know where you lived. So there are a number of different reasons, but the option is yours. If you want to show your address, it's there, for Google Maps to show up on your Contact Us page. If you don't, then just check the box and they won't see them. Okay? Anything you think that I need to add on to on this page Ricky?
- Rick Dilliott: Let's see, did you go over the meta tags or the Google?
- Robin: The Google Analytics.
- Rick Dilliott: The Google Analytics over there, does that --
- Robin: No, I did not. Those are optional. Do you want to explain the meta tags?
- Rick Dilliott: No. (Laughter) But I would just say that I don't think this is the point to explain what those are, but just to point out that they're there and where can people learn more about those two features.
- Robin: Okay. You know what I don't think that we have anything in Traffic Geyser that will actually explain what they are. HTML meta tags are ways for your keywords to be associated with your website with the search engines supposedly to better allow your site to get ranked as far as the Google Analytics ID that is

just used for tracking purposes. You have a Google Apps account or you have an account with Google and inside Google Apps you have the ability to set your website up with a Google Analytics ID, so that you can track users, track click-throughs, see how many folks are looking at it on a daily basis and be able to run reports.

So you could probably best use this when you're doing a website for a customer and they want to see proofs of activity on the site.

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Rick Dilliott: Yeah, we definitely recommend people to learn more about that. That's something. That's a buzz word that clients kind of know about, but may not know very much about. So, if you can talk your way around that and get that in there for them that's a big plus. What would you say are the biggest, the most important things for the search engine or if the meta tags aren't necessarily very important. I know the keywords are. What about like, does the domain name even matter and what are the points that you really look for to make sure things have the best chance they can to be ranked as high as they can on Google.

Robin: Okay, thank you. The social media accounts are very important, that's one thing. The search engines are starting to look at your social influence, how many friends do you have on Facebook and what type of friends are they? Are they influential friends? They look at the number there. They look at your LinkedIn groups and the influence of those folks has. They look at the number of followers that you have on Twitter, the number of folks that you're following on Twitter and then of course, especially with Google, YouTube being owned by Google, that's a very important link to have on your site.

But the most important thing, yes, to answer your question about the keywords and the titles, you'd definitely want your keywords to match your title, match just like with the submission tool last week. You want to have your description keyword loaded, your headline, your titles. Now they don't have to be exact, but you want your keywords to be in those main fields. Okay.

Rick Dilliott: Yeah, excellent.

Robin: All right. Now, the next page is going to be your lead capture page and if I go to that -- you know what, let me go to a page that I've already done, so we can actually go to the Instant Customer site. Now again, keep in mind folks, you do not have to have Instant Customer to make your website builder work. If you have an account with AWeber or if you have an account with GetResponse or any other third party email marketing

company, you can go, build your campaign with them, grab your web form, bring it over to your website builder, throw it into this field here and then you're good to go. You save it and you're good to go.

Ricky is going to explain the qualities of what Instant Customer has that a lot of the other third party email autoresponding companies don't have.

Okay, so with that being said, let me switch this to one that I've already got built and go to lead capture and you want to go build it from scratch Ricky or do you want to just go to manage right now?

Rick Dilliott: Either one, actually, I would say we're just going to hook one up.

Robin: Build it?

Rick Dilliott: Yeah, if you want to go through it, it won't take that long. We could just do -- we'll just go through a basic from scratch just to get people to look at it absolutely.

Robin: Okay, absolutely, that'll work. We also have, for those of you who are wondering, "How do I get Instant Customer?" We do have a 21-day trial for Instant Customer, just like we do with Traffic Geyser and we'll give you that link as soon as we're completed with this process. Okay, so with that, we will go to here and I'm going to go to build it, right?

Rick Dilliott: Yeah, absolutely. So just to go through, if you haven't seen this before and to just give a little quick rundown, Instant Customer basically puts email, text messaging, direct voicemail and right now recorded webinar events, all in one place. So it's really similar to the website builder, never get kind of overwhelmed by all of the things you could do right off the bat. Just start small, start simple and then build on what works. It's really easy.

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So, if you want to, go ahead and take a quick look at the template gallery. So people could see that. I did mention the templates earlier that we have way everything from niche templates, like you can see there's a dentist template, a florist template. Now, your access to templates totally depends on your Instant Customer billing package. So in this case, this is a pretty advanced account, so he's got a bunch of them in there. But these are basically premade messaging campaigns that have been built from successful campaigns out in the field. So the dentist one was used by a dentist that we kind of tweaked and commit a little bit more general. Of course, you can edit the timing or the content of any one of these messages.

So, they're pretty much made to work right out of the box with a couple of tweaks for your specific client. There are the 21 Ways Videos in there as well, which are more of like getting started kind of thing where you get their templates on the seven different ways you can capture leads or the seven different ways you can communicate with people. There's a really good one called Networking without a Business Card, which shows you how you can do a lot of these things without even a paper business card.

So that's definitely an option, but if you could go back again to that to build it, we're going to go ahead and just build one from scratch just to go through the process real quick just to show you how to set up something really simple, really doesn't take that long.

You'd just go to the Home or yeah, go from there. So we're just going to build from scratch. What happens here is you get kind of a pre-build wizard to kind of -- so that you're not overwhelmed with too many options later, in this case, how are you going bring your leads in, grab in the easiest ones from here just click over the first four. I want to have a web form and you always have , you want to have a web form somewhere to get people -- because the whole point is, let people get on to your list however they want to.

You might put a web form on a third party site, you might create your own lead registration page here and there's absolutely nothing wrong with having more than one lead registration page out there depending on different demographics you're going after or different things you want to test or try.

We always want to take registration via SMS, people could just text their name and email into a local phone number that you can allocate in a heartbeat and automatically get on your list so you can send messages to them by opportunities, and voice, same thing. If it's a U.S. domestic number or Canadian domestic number, you can either text or call into the same number, so you can give people lots of options there. That's usually what I start off, it's really simple. Those are things that are just kind of no-brainers that you want to take advantage of the system and do. So just scroll down and hit continue.

Robin: Okay, so let me ask you this. On the voice option, that's voicemail, right?

Rick Dilllott: No, this is how to get into the campaign.

Robin: Okay.

Rick Dilliott:

So, I hear Tony Robbins on the radio all the time. He's on with some guy and all they say in their whole radio ad is, "Call this number, leave your name and email and we will send you our eBook." Really simple and it goes to MyMantra, which is make a good offer, give clear directions, build your list and market to your list. It's really simple, that's all time (Laughs) -- if you can't copy, Tony Robbins is doing something that's simple.

I've heard that commercial for like a year now, so I don't think he'd be paying the money if that thing wasn't working and again, that's really simple. Just call, leave your name and email, we'll send it to you. So that actually gets transcribed, so our accuracy rate on getting that information is really good. You could put any length of message on that call that you want as well.

You could put an action taking point at the beginning saying, "Just press two, leave your name and email," and then you can go into a big description kind of resell them on what the offer was in the commercial just in case it gives you another chance to give people more information, the whole point being to get them to take action, to get on your list. So that's what that's referring to.

On the next page, we'll get into a little bit more about the voicemail if you want.

Robin:

Okay.

Rick Dilliott:

So this is how you're going to connect with people, how you're going to send the messages out. This is your outbound messaging. Again, you can edit this at any time, you don't have to be perfect in any point in this process, but typically, when I'm first going, I know for a fact that I'm going to be sending emails and text messages if I have a phone. Text messages are really, really effective especially at announcements, I often call it like -- you see a book in the store and the book has a headline. Maybe that looks kind of interesting, gets you to the book. But the subtitle is what makes you crack open the book, right?

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So this way, you can almost send a subtitle via text message so that when you go to your email, people are looking for it. Now, people are totally overwhelmed with email, so getting them to getting your open rates up is huge. It's so valuable in marketing right now, because depending on the business or email open rates, they only average about 20%, one out of every five people are looking at any email you've ever sent out.

Robin:

Right.

Rick Dilliott: So anything you can do to get those numbers up is fantastic, text messaging, I mean the open rates on text messaging, because it's just a glance. It's kind of like 98%.

Robin: Is it really?

Rick Dilliott: Oh, yeah. Well think about it, how many times do you get a text message and our clients have it?

Robin: I hear you.

Rick Dilliott: Like never, so you make a good offer. You send that text message back that says, "Hey, this is Robin. Thanks for joining my program. Check your email for that coupon I promised you." So you've got that research that says you need about eight or nine contacts with somebody before you're going to convert them into a buy. This gets two, three, or four of them right out of the way real quick. You make an offer, they join, you automatically say thank you. You automatically deliver what you promised.

So, you look good eight ways from Sunday there. Now, you were talking on that last page, I think you were referring to the direct voicemail here.

Robin: Correct.

Rick Dilliott: Now, we do have -- no, it's definitely an advanced tricky technology. It's really, really effective. It is a little bit more expensive. I'm not going to use that on every single campaign, that's usually something I would almost use as a broadcast instead of an autoresponder.

So you always have to be thinking of what messages are you sending automatically based on when somebody subscribes and then versus broadcast messages, which are a shot to your whole list. If a holiday is coming up, I mean right now, we've got Valentine's Day coming up.

Robin: Right.

Rick Dilliott: So if a business is a candy store, a florist or anything like that, of course, you're going to be sending out broadcast messages around this time with specific offers, with specific deadlines for Valentine's Day. This is a much more apt to use the direct voicemail during a time like that especially with higher-end clients that are worth the investment in a prospect, but the whole point is to turn prospects into paying clients. But that technology, just talk about it for a second, literally goes directly to the cellphone voicemail.

So there's no chance that somebody can pick it up. It sounds really natural. If you record it really natural, like I've seen Mike

did this a hundred times, where he'll record this and he'll literally just use the same voice when he's just talking to you from across the desk.

Robin: Right.

Rick Dilliott: So when you get that voicemail, it sounds like its right to you. So that, like I said, it's really effective, it's not a 100% technology, but all marketing is kind of a numbers game and that that's one of those really nice tricks that is well worth it and when it works it's really, really fun. Letters and postcards are still kind of in beta, they're not completely built out yet, but they are being worked into the system. Just like I said, you really want to take advantage of as many different ways to get people unto your list as you can. Otherwise, come on, you're just leaving money on the table. You also want to message them in many different ways whatever works for them.

Now, there are some demographics where postcards are the way to go, no doubt. So, that would be another really outstanding broadcast. I don't know how much you would use that as an autoresponder, although it was a thank you that would be phenomenal.

Robin: Right.

Rick Dilliott: But again, if somebody gets something in the mail prior to a holiday and it's a coupon for a local florist or something like that or something local that they would walk into, you're going to get a really good response right from that.

Robin: Very good.

Rick Dilliott: The next is if you're going to have an event, I did say that we also do recorded webinars, which are really fantastic. We're not going to go into that right now. That's not what this kind of campaign is, but do want to mention -- I've worked in the live seminar industry for years. So far from all everything I've seen, all you really do is have to pair a PowerPoint presentation with an audio, like a live audio and you run it at a specific time and it'll convert every bit as good as your live events.

Robin: As a live event.

Rick Dilliott: Yeah, it's crazy. I can't believe the number, but I still can't believe the numbers. You make it sound live and you schedule it at a specific time. You send out reminders. I'm still shocked by the results.

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Then, you can send people replay links and you can run it automatically on-demand after the scheduled time. So if you

have a list of a thousand people, if you get 200 or 300 of them to the first one, you get 200 more to a replay and then 200 more to -- like an on-demand replay after that. Man, you convert 60% of that list.

Robin: Right.

Rick Dilliott: You're in a good shape.

Robin: There you go. Okay, you want me to get to continue?

Rick Dilliott: Yeah, absolutely.

Robin: Okay.

Rick Dilliott: What I would do here just like you did at the beginning with your website builder, I would just going to apply it through some of the most of this stuff just so you can get a quick look at it, but don't get caught up in every single setting you can do here. But the important thing to remember here is, in our system, some of these things like owner website or owner nickname are really important because you can use those as merge fields later.

So, instead of having to put the owner's nickname everywhere, you can just use the tag through every email. So if you have to change a little, change it everywhere. So those kind of merged fields or replacement tags, that idea is something you should kind of think about here.

Robin: Let me stop you for one second. I believe that you and Jean talked about this in your last Instant Customer call, correct?

Rick Dilliott: Yeah, absolutely. In fact, the tags were our main focus.

Robin: Okay.

Rick Dilliott: So, all of our webinars are on Tuesday afternoon at two Pacific Time and all of our links to replays, they're also in that Biz Bits Newsletter, but we also put them in your Instant Customer inbox, which is right there on your homepage. We can go back to show that later, but we keep that updated. I think we even try to put most of the PowerPoint slides in there, too. Jean keeps that up and does a fantastic job of that. But yeah, if you want an in-depth kind of look at how to use those merged fields and replacement tags, you have to check out our replay for sure.

Robin: Absolutely. Okay. Where do you want me to go now?

Rick Dilliott: Just give your campaign a name because really at this point, that's the only thing you absolutely have to do in order to distinguish it from any other campaign you have of course.

- Robin: Right. I'm not really a chiropractor. (Laughs)
- Rick Dilliott: But you can do, just scroll down real quick. So that's got fields for owner name, owner nickname, owner phone, company name and stuff like that. Now, you can just continue. Again, like I said, you can edit any of this at anytime. Here's for Instant Customer if you put in your social media information here, we actually have a replacement tags that will put those just like you guys had the icons at the top of the page.
- Robin: Correct.
- Rick Dilliott: Well, you can do the same thing here, put your social media information here and you can put those links in your email, so that at the bottom of every email you can have, "Hey, please join me here." Because like you said, the search engines are using that more and more for ranking. So you want to give people every opportunity to help build your friend lists and your followers and all of that.
- So, it's a really interesting way to -- and then, that's just one tag. You can put them all in there or actually, it only puts in the icons that are filled out.
- Robin: Right.
- Rick Dilliott: So it's typical, if you don't fill up the --
- Robin: That's the (00:43:39), correct?
- Rick Dilliott: Is it? Fantastic.
- Robin: Yes.
- Rick Dlliott: Yeah, it does do a really good job with stuff like that.
- Robin: Yes, they do. It goes back to the whole authority thing, right? It's making that search engines look at you as an authoritative figure.
- Rick Dilliott: Yes, as an expert, 100%. At every point you possibly can, stake your ground and show that you're trying at least, that you have something up, that you know what you're doing. If you have all this in place and you go to a client, what's the first thing your client is going to do, he's going to look you up.
- Robin: Right.
- Rick Dilliott: If you were faced (00:44:16) build out a few, if you can show them all the stuff you're doing, all of these systems pretty much impress on sight when you can do something like that. So just keep moving forward. I don't want to drag it out too

much here. You can actually have subscribers join other campaigns when they're doing or if you want to move out of them as well. You can use a CNAME feature if you go over to the domain tags. You're not going to get into that definitely in advanced subject. I think it's similar to what you were just saying. Obviously, don't use a domain name here that you're going to use on other TG site, that will just -- the servers.

Robin: Right.

00:45:00

Rick Dilliott: These are just -- can you now go through that. Because this next section really is probably the most confusing because all of these settings -- this is what's going to be shown if you're going to use an Instant Customer web form or lead page. Now, this don't effect what you're going to see on the TG site, do they, Rob?

Robin: No.

Rick Dilliott: Yeah, not at all. So in general here though, I would do first name email and make email required.

Robin: Right.

Rick Dilliott: The whole thing is to maximize your opt-ins there. You can come back. Instant Customer has got a coccus, it's interactive. You can come back and get more information later. Just real quick, you can add custom fields and if you're getting use Instant Customer to trade show, you can allow multiple people to fill up the same form, that's just the setting right there, so I think that's more of an advance thing.

Robin: Okay.

Rick Dilliott: You could create a web form here. We have an instant builder. We're going to be going over this kind of stuff in the Instant Customer, our webinar next week. I think we're doing competing lead page, webinar is next week (Laughs).

Robin: We're complementary.

Rick Dilliott: We're still complementary. So you can create lead pages in Instant Customer as well. So you can go ahead through since we're really just setting this up in order to use it inside the Traffic Geysers.

Robin: Just keep going?

Rick Dilliott: Yeah.

Robin: You want me to stop at thank you page or --

Rick Dilliott: Yeah, you guys have your own thank you page over there, right?

Robin: Yes.

Rick Dilliott: So this would be for this particular campaign. If you were only using it in TG, you would not have to worry about this at all. But you do have a couple of different options. If you're using an Instant Customer form, you can route it to a thank you page anywhere. You can build one here, put one on your own website or just have this success message show.

Robin: Okay.

Rick Dilliott: If you do want to be able to give people the option to either call or text in to join your campaign, you can either use the Instant Customer default phone number there or you can make your own phone number on the fly. So, that's something you can look at in Instant Customer, but it's really a great feature. You can literally get a phone number in your local area in a heartbeat and start using it immediately. It's really a huge advantage. It allows you to build your lists geometrically faster than just using a web form.

Robin: Got you.

Rick Dilliott: But this is where you would do that. Actually, we do have a short code now as well, as long as you have a dedicated local number for a campaign. We do have a short code that's available. You can just use a keyword with that. Then, the last one here is your voice greeting. There was a default, but you can record your own or upload your own. So when people do call in like I gave that Tony Robbins as an example before, you can put in a customer greeting.

Robin: Okay.

Rick Dilliott: You can have notification sent to you via email. So you just put an email address and then you can have a -- whatever notifications you want here, you can have new subscribers sent to you and you can add more than one email for this as well. So if you have multiple clients or if you have multiple people on the same campaign that need to be notified especially either salespeople or the business owners, something like that. You can have new subscribers routed to you. You can have replies to your messages routed to you via email. When an email bounces, you can see that so you can go fix it. And a couple of other stuffs, you can have things there. If somebody does leave a message, you can have the audio file attached. Otherwise, it's just transcribed.

Robin: Got it.

- Rick Dilliott: Or you can have all this done by a text as well, just put in your text number. I think most of this work better by email unless you're dealing with a really high price point like if you're selling a multimillion-dollar house, I think you probably want to know as soon as possible.
- Robin: As soon as possible, right.
- Rick Dilliott: So depending on your client, depending on your price point, there are all kind of options there. Then, like I've said, we've talked about customizing your campaign using merged tags or replacement tags. This is where you could create them. They are campaign specific so you could use them within the same campaign wherever you want. Really, that should be able to go down and hit continue and make that campaign.
- Robin: I am looking through --
- Rick Dilliott: What's that?
- Robin: Where's the continue button. Keep going.
- Rick Dilliott: Go back to notifications.
- Robin: So I have to throw an email address in, right?
- Rick Dilliott: Yeah, because you checked that off.
- Robin: Right.
- Rick Dilliott: Typically, we're kind of blown through these a little fast. Typically, you would have to continue on each section and it wouldn't have let you, and instead, you hit the tab up on top. You just use the continue button. That's a good point though. That's something we should definitely address.
- Robin: Okay, save and exit.
- Rick Dilliott: Yeah. So you can see, once you've done now, you can see, you would pretty much blow through most of that or have that ready. Then, you could throw in maybe a quick text in then you can go to the autoresponder tab, you can load up a quick email and a text message and be ready to go.
- Robin: Right.
- Rick Dilliott: Just on the right side, you would just add, you use the plus like you add an SMS and you just put something. Then, you have control over the timing. In this case, you would definitely want to send that instantly after subscribe, "Thanks for subscribing. Please check your email for the report, the discount, the coupon, more information, a link to a video training." You can

put links in here as well. So people with smartphones can -- you can put a PDF link directly in there. I can look at it right on my phone now.

Robin: Instantly --

Rick Dilliott: Yeah, the text messages are becoming more and more a way to deliver content as well as point to the email to deliver it. Now, you're getting more options as the phones become more sophisticated. So I think you'd always want to put an email, and email is definitely your main point of contact, but a text message that points to it is really good.

Robin: Right.

Rick Dilliott: So you can put an email in the same way.

Robin: Okay.

Rick Dilliott: At that point --

Robin: And at that point, I think your campaign is built, correct?

Rick Dilliott: Yeah, you're pretty much ready to go. At that point, it's just a matter of testing it and then editing and adding and subtracting and stuff.

Robin: Right. Now, the Instant Customer also has what?

Rick Dilliott: Not only has a QR code right there for you, but there's a QR tab up there that allows you to do other things. We'll go into that in one of our broadcast, but you can actually format a QR code to pre-format a text message. So, there is all kind -- it not only has to go to -- can go to a webpage, but we've got to do a lot of other stuff, too.

Plus, in your subscriber list, you can do a raffle or the system will randomly pick however many people you want from your whole list and then you can just notify them. So if you're speaking somewhere or you have a webinar, if there are live broadcast or anything, you can do live contests right on site. So, a lot of other cool features in there but the basics --

Robin: I think the raffle option is way cool.

Rick Dilliott: Oh my God, we used that just on the live broadcast on Wednesday. It was fantastic.

Robin: Right.

Rick Dilliott: We gave away a bunch of ordering class books.

- Robin: No, I'm just going to say that a lot of you folks don't have Instant Customer. Rick has just gone over a smidget, a small percentage of what Instant Customer can do for you.
- Rick Dilliott: But again, it's not necessary to use everything right off the bat.
- Robin: Oh, absolutely not.
- Rick Dilliott: It's just, get started, build a list and then add as you go.
- Robin: But, my point being is, you're not going to be able to get this from any of the other competitors with what we have available through Instant Customer.
- Rick Dilliott: If you want to use five different companies to do all of this, you're welcome to do it.
- Robin: Exactly. That's my point. So, we'll give you a link to the trial for Instant Customer.
- Rick Dilliott: I'll throw that in right now.
- Robin: I think Rick is going to throw it in a chat right now for you guys.
- Rick Dilliott: So if somebody could just let me know that you guys got it, I'll try to -- we get any questions in there that I can crank on real quick?
- Robin: Let's see.
- Rick Dilliott: So if you guys just let me know if you've got that link that is a link to that 21-day Instant Customer trial.
- Robin: Yeah, it looks like there are a handful of questions in there and let's get wrapped up here and then we'll get right over to them.
- Rick Dilliott: Okay, excellent.
- Robin: Okay. So we've got the websites already created. We've got the followup system be it Instant Customer or a web or any other third party.
- Rick Dilliott: Yeah, and just to go ahead and show it. If you do have one of the other ones, all you need to do is get the form code, right, and you just drop it straight into that little section down there.
- Robin: You've got the link right here switched back to the third party.
- Rick Dilliott: Yeah.
- Robin: You just drop it right in there and save, and now, your AWeber web form is in and it's ready to go. Next section is your blog.

It's very important nowadays with the search engines that you have a blog site or blog page on your website. So make sure that you enable to sign on your initial page when you're setting it up. You go in and add blogs however often you'd like, manually done, directly through your tool or you can go through the Traffic Geyser submission process and once you've published your website, the blog site is automatically put into your profile. So then, you'll have access to it to submit automated through the Traffic Geyser submission tool, okay?

00:55:31

Rick Dilliott: Nice, and this goes back to content, right?

Robin: Correct.

Rick Dilliott: Continually giving people content really on a webinar. I've always heard that giving content on a regular basis, giving people kind of a rhythm to get into, to expect what you're going to give so they come back often. Do you have any other advice on something like a blog site?

Robin: Not just keeping the information fresh and continual, that's one of the things that search engines are looking for. They're not looking for a site that has one blog posting from eight months ago. They like seeing new content, new fresh information in a blog site.

Then, last page is your layout. This is where I mentioned earlier for the Fusion members that are here, the ability on the website builder to be able to change your headers and your footers. This is where you'll do it. You've got your logo page and all of this information, all of the images needed to be uploaded into your Media Manager folder and then you'll just be able to select directly from this page here. Click on choose image, they'll take you to your media chooser folder. Select whichever one you want by clicking on the green checkmark.

So we've selected that for the logo, you could change the colors of the background of the font, the site background, as well as the page background. The header URL, again, you'll go from your media chooser folder, choose the image and it should have started in there. Interesting, that might be something I have to look at.

Your footer, I've got one in there already for the footer and then you'll pick your layout, the template that you want to use if you want to change it up from what you originally set it up with. I think there's 180, maybe even more now, different templates that you could use. Then, once you're finished, you will click update and before we've started or at the time that we've started, I mentioned about the online directory.

One of the things that we've setup with the Mini Site Builder is to have our system view your site to determine the quality of it to be able to put you on our online directory. Now, from your settings tab, if you click on directory, it's going to take you to this page here. This is where the system is going to grade the content of your site to determine whether it's going to allow it to go to our directory or if it feels that you need to do a little bit additional work on it.

So, with everything that I put in, I'm just going to go ahead and hit grade and the system is going to scan it, take a look at everything and it's going to come back with a grade. Here, it gave me a B. Now, in the box up here, it will show you, you have to get an A in order to have it submitted to the online directories. So, it tells you down here why it did not receive an A grade, you fix those two issues, then you'll get the A grade and you'll be able to have your site submitted to our online business directory so that you can be visible through there as well with the search engines.

With that, let's see, I think this is my page here, it's got the video. The header and the footer I just left it as part of the template, you see the navigation bar here with the five different pages and that's it. It's done you've now got your page. You'll go back to your website builder.

01:00:13

Go back to this, my apologies folks. You've got this little note here. It looks like I am live now. So my website is live and it is ready to be indexed through the search engines. All there is to it. We did it in a little bit less than an hour just walking through step-by-step. It's going to probably take you a little bit longer, but within a day, you'll have a quality website that is going to be able to generate leads for you and get you exposed, give you the internet presence that you may not already have through your standard website that you have currently, okay? Anything that you wanted to add to that, Ricky?

Rick Dilliott: Well, I want to say, I think that that is probably the thing that is underestimated most about people using especially Traffic Geyser. I have a friend who had a -- it was like a scar care product and I was able to get a website up and get it ranked on Google for that specific name in under three days.

Robin: Right.

Rick Dilliott: Yes, could you go somewhere and build something totally wonderful and perfect? Yes. But it's going to take you a bunch of programmers and this will take you a lot of time. Depending on your client, this might not be their only lead page, but it's one that they can get a fast and for maybe like specific

purposes or to capture a different demographic or something they want to test like I said. Mike says it all the time, "Money loves speed."

The fact that you can get it up, get it work and get it ranked quickly and once you get the hang of it, really pretty easily, I really don't think that can ever be overrated. I just think it's a great thing. My friend that I did that for was not only impressed, but extremely happy that I could get something that her clients -- she was going door-to-door, not door-to-door, but office to office inside sales. For her to be able to show something like that just by a Google search, it was really, really effective.

Robin: Not to mention, website builders take weeks to months to build a quality website that's going to give you equal or even less presence online for a heck of a lot more dollar wise, right?

Rick Dilliott: Yeah, your return of investment material is ridiculous.

Robin: Exactly. So unless you have anything more to talk about with the website or Instant Customer, I think we're going to go ahead and move on.

Rick Dilliott: Yeah, absolutely.

Robin: Okay. Tip of the Week this week. Because of the fact that we spent time talking about Instant Customer and so many of the things that Instant Customer does, Rick is going to just talk a couple of seconds about the iPhone App that we have for Instant Customer.

Rick Dilliott: Yeah. There's a lot of Instant Customer stuff on this webinar, yeah.

Robin: There is, you're picking things through Instant Customer webinar.

Rick Dilliott: I do also -- I thought I had a link to that. But, the iPhone app is really a cool thing. It is literally, and just imagine when we meet, Jean went to a trade show and we didn't take home one physical business card. Literally, all we did was use our iPhone, take a picture of the business card of the potential client to show them Instant Customer and how it works. That get sent back to a call center, gets transcribed, they put it into the campaign and that triggers all the autoresponders.

So we are able to just click a card and in a little while later, they are already getting a text message, an email. They're getting automatic followup from just that. So how many times have you went to a trade show or went to a meeting, you take a bunch of business cards and they just sit around and do nothing, probably most this time. I think everybody run into

that or done it because do you really want to go and type all those in?

So again, since we are assisted by a call center, the accuracy is really high and just that impression you're going to leave with somebody that within not a very long time after your meeting, you've already followed up with them. That's a really nice way to grab their attention and shows them you're somebody pretty formidable to deal with.

01:05:04

You can get that app just in iTunes under the business section. You can just search for Instant Customer. I'm pretty sure though I did, just get the link as well. Hold on a second, I'll put that into chat. Any questions about that?

Robin: No. From what I've seen of it -- and I believe you have a training video, an actual video showing it working, right?

Rick Dilllott: Oh, yeah, absolutely.

Robin: Is that available on the trial page, do you know?

Rick Dilllott: I don't think so, but I mean we have an actual campaign inside Instant Customer for that. I don't have that link with me. But I'll tell you what I'll do is I'll make sure that's in the Biz Bits newsletter for anybody that wants to see that. I'll make sure that the iPhone App demo is in there and then I actually have -- I can actually just put the link to the store.

So the app itself is -- it's only \$299 and that comes with ten scans already. You just use the same log in for your Instant Customer account if you have one and it will just hook right up to it. I think that's it right there. I'm going try this again, so everybody can let me know if this works or not. In case you don't have it, you can check it out. Yeah, there we go.

So again, if you do a lot of face-to-face meetings, it's a really cool kind of way making an impression with somebody and also built a list with that. Anybody who've done face-to-face business with, you've got to stay in contact with those people. Those have got to be a real priority to close deals with and this is a really good way to do it, get that information in one place so that you actually do something with it.

Robin: Right. Okay. Last week, I gave these links. We'll give them out again this week. Can you tell folks in 30 seconds or less what Mojo is about?

Rick Dilllott: Yes. Cross Channel Mojo is a comprehensive training and mentoring program based on the most successful users of Instant Customer over the last year. The actual campaigns

they use, it gives you those as a template, it gives you training on how they used it and a full Q&A office hour session with that, we call Hero or the Power User there. So that's an 18-week program that if you're looking to learn real world stuff that's worked, it's invaluable.

Robin: They're all proven to work and that's why they're there, right?

Rick Dilliott: Yeah, it does use Instant Customer as kind of the technological backbone. You don't have to use Instant Customer for it, but obviously, having all those tools in one place shows you how most of those people to get advantage of that the fact that you've got it all there.

Robin: Okay. All right, the Traffic Geyser trial link, your 21 Days for A Buck is there. Fusion, those of you that are looking for more of the Business In A Box with a prewritten templates for whitepaper for a number, I think we have 30 or 40 or 50 different prewritten reports. You have to do a little bit of updating to personalize it to yourself, but those are there for you. Again, Webinar Replays are available at this site as well as our Biz Bit newsletter and the Instant Customer link. To get your Instant Customer -- what's that? That's to get the Instant Customer account access if they --

Rick Dilliott: Yes, that's exactly what that is.

Robin: TG, right?

Rick Dilliott: Yeah. To go back to one of the -- I don't know, it's one of the really frequently asked questions that we get over Instant Customer is for different accounts in Traffic Geyser, sometimes there is a button to auto login to Instant Customer.

Robin: Right.

Rick Dilliott: Really, when we switch from our old name to the new one, there were some of those links kind of got or were messed up there. So, if you ever have to deal with problems getting in the Instant Customer, you can always log in directly with your same email and password from your Traffic Geyser account.

Robin: Thank you very much.

Okay, five questions that we've got this week.

01:10:00

First one being, why does your website get better search engine result than mine? I would imagine this individual is asking. They've got their standalone website that they've had built for them and they're asking why or how can ours gain better rankings. That goes to the elements that we have built

into the website as well as the keywords. Out of the box, it's kind of -- I don't know, I was going to use an analogy of buying a stock vehicle off the showroom floor and comparing it to a built up Mustang for example. It just depends on what you have built into your website plug-in wise and the keywords that may be allowing ours to rank better than yours. But again, I need an actual website in order to be able to look at that.

Next one, how long does it take to get indexed with the search engine? That's not a question that's very easily answered. I know that I've built a number of websites through Traffic Geyser and Fusion that I've had rankings within three days for a couple of them. Some of them take longer and it doesn't have anything to do with the tools within Traffic Geyser. It has all to do with the search engines. Did you want to add anything to that, Rick?

Rick Dilliott: No, that's exactly right. Like I said, the one that I did, I was told that really it could be anywhere from one day or a week and then it ended up being about three days and it just depend on where Google's little spiderbot thing is running around at any one time. So, sometimes you do need to get a little patience there. It is kind of just one of those things, it's not totally predictable.

Robin: Okay. Do you have to have Instant Customer as the autoresponder? I think we've talked about that when we were showing the demo of the website builder. You don't have to. Obviously, we're a little bit biased towards Instant Customer, but if you choose to continue using your third party autoresponder, feel free to do that. You do not need Instant Customer in order to make your website builder work.

Rick Dilliott: Yeah, that's right. I would just say take it, but if you're using something else, definitely make sure it works. So check it out, but you do have the 21-day trial to Instant Customer and definitely give that a shot. Give yourself a chance to see the difference between just using one method of followup versus using two or three in combination and I think I don't have to worry about what the answer is going to be there.

Robin: There you go. I think you've just talked about the logging into Instant Customer separately from Traffic Geyser.

Rick Dilliott: I'm doing my best to anticipate problems rather than just respond to them.

Robin: There you go. Finally, how do I add a coupon to my Instant Customer Auto Responder Campaign?

Rick Dilliott: Yeah, I think this is a question we get all the time in Instant Customer and it is a question of using the two together. So Instant Customer does not have a coupon creator, but Traffic

Geyser does. So Rob, do we have time to run through this real quick?

Robin: We'll just show them where's that and we can talk about this at a later date. I believe we have a PDF file in the training section. We have a training video actually for the Coupon Creator.

Rick Dilliott: Okay, perfect and I can just kind of talk about how you would use that code inside of Instant Customer.

Robin: Okay. Bring one up here. So we've got the 25% off code, oh, you just run it, I'm sorry.

Rick Dilliott: So that's just in tools.

Robin: Correct.

Rick Dilliott: That's the Coupon Creator and this is available -- I know this is available in 2.5. I know it's available in Fusion. I think this is available just about everywhere, right?

Robin: Yes, it is.

Rick Dilliott: It's just under the tools. Scan it to the Coupon Creator.

Robin: Correct.

Rick Dilliott: I kind of like this. It's really simple. You can choose from a couple of different images there and you can kind of make the text as complicated or simple as you want. It's got a little place for kind of a static expiration date. So, this is something, if you were going to use in Instant Customer, you probably need to update this once a month depending on your client. If it's something like it's a free yogurt or something for January, you definitely want to give expiration dates in order to get people to take action, not if you do things that are unexpired.

01:15:12

It's kind of like on-demand videos. On-demand videos don't convert nearly as well as videos that have specific time on it. You want to work in that kind of scarcity angle of the most of the things you do.

Robin: Right, okay. Then, after you've completed it, you'll just click on the save button and in this case we've already built this one, so I'll just take yes, so I'll save it as a new whatever that word is. (Laughter) Now, we have an embed code. What do we do with the embed code?

Rick Dilliott: Yeah, if you take a look at this code, that is an actual HTML image tag, so you can see at the beginning of it, there is a

character written that says IMG. You could actually take that and drop it straight into Instant Customer into the HTML code of your email. You can send out emails either in plain text or an HTML. We do have a WYSIWYG HTML editor and on that is a little button that says there's actual HTML on it that you can get to the source code. You would drop this directly in the source code.

Now, if you take a look at the next little part word that says SRC, which means source, if you only take the HTTP all the way through to the JPEG part of it, if he didn't use this whole thing. Also, in our WYSIWYG editor and really in any HTML WYSIWYG editor, there always be a little picture icon where to bring up a properties box. So really, all you have to do is put the cursor under the page where you want the picture to go. You click the icon. That will ask you for the URL, the location of where this picture lives on the internet and you could just take the code right there, just from inside the quote marks and the source and you could put that in the properties box of the image icon and that would work just as well.

Robin: All right.

Rick Dilliott: That's really all you would have to do to put that in an email.

Robin: Okay. That has completed our presentation or our webinar for today as far as the website builder and Instant Customer. So, what we've learned is how to build a website, a search engine friendly website in this case less than an hour, how to connect your site to be at Instant Customer or a third party autoresponder, and how to get your business on the online directory with the grading system through your website builder. With that, we've got time for a handful of questions if --

Rick Dilliott: Yeah, I think we can go through three of them pretty quick here. That's really about all we have. The first one comes from, I think its Jim and he wants to know -- let's say that you create a website inside Traffic Geyser and what you guys have a way to get a domain name straight out of the program.

Robin: Yes, you could either go through our Domain Manager, register, each account gets one free domain credit. You can utilize the domain credit by going to the Domain Manager, registering or searching for a domain name that you would like. Let's see. Let's go back to it.

Tools, Domain Manager and you want to find and get a new domain. You'll throw your domain name that you would like in here, so we'll go chandlerchiro.com. Now, let's go chiropractor.com and then you'll click the search button and our system will go through and see what is available and what is not. Chandler Chiropractor is not available. I'm sorry chandlerchiropractor.com is not available. It will give you

options of related sites that are available. You can either choose one of these by clicking on the radio button to the right to that associated site. Then, you'll go down and click on register, then the system will go through and register the site for you. It normally takes about 24 hours for the propagation of the domain to get into or be registered and get into your Domain Manager. But at that point, your site is now or your domain name rather, is now in your drop down menu of your website builder.

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So if you go to settings and then you go to SEO/Social -- I forgot, my bad, I forgot that I have to unpublish it. Well, let's go -- we'll unpublish that and by clicking on the pause button, click on the edit and then go to settings, go to SEO/Social and now, your domain name is now -- that site is in my domain manager, therefore, it will be in my drop down menu. If you register outside of Traffic Geyser, if you go through GoDaddy or HostGator, whomever, whatever registrar you use, it will not be included in that and that's when you will manually type it in to your domain field there.

Rick Dilliott: Okay. So, this is good. Now, the reason why I'm asking here is, I would think it's a pretty good strategy to get a domain name prior to going in with a client demonstrating your site. Maybe even start -- now, you could use the Fireman Mike kind of thing of starting to build the list, so that when you go in there, you're already giving them the beginnings of a list with a client list. How then if -- you could probably even make money selling that domain name and the site, all of that is a package, correct?

Robin: You can, absolutely. That's exactly what Mike LeMoine -- that's how he started by building a site and getting the rankings on it, what he calls the results in advance system.

Rick Dilliott: Exactly.

Robin: Build in the site, get in the rankings and then shoot in his pitch video and emailing that video to whatever 15 or 20 chiropractors in the area that he is topping them on his Google rankings or on his search engine rankings and he will lift that fight. Plus, he gains maintenance fees on a monthly basis from them to maintain the site.

Rick Dilliott: Okay. But let's say they wanted to buy the site, is that hard to move over? Is that possible even?

Robin: By the domain name?

Rick Dilliott: Yes. Let's say that you went into the client and the client said, "Yes, but I want to buy that domain name, I actually want to

put it on my own server, I like your idea and I want to use a lot of this stuff, but I want ownership of it." Is that possible?

Robin: It is possible if they have already registered the domain through Traffic Geyser, through the Domain Manager, there is a 60-day period where we have agreement with our registrar that we will not sell a domain name. So, we have to wait 60 days from the registration date before we could transfer the ownership of that site or that domain name. There is a process that we go through. Just send an email to help@trafficgeyser.com and we would be more than happy to do that. There is a nominal fee to do the transfer of the domain, but yes, that is possible, absolutely.

Rick Dilliott: Okay. Excellent. I have a question from Jim, I think again. A different Jim though. He was asking about back links. How important are back links anymore? Is a one page or even a couple page site, is that even effective? Things along those lines. But his specific question was with back links and like one page mini sites.

Robin: Well, with our website being five pages minimum, excluding the additional page feature, that's another reason why these sites rank so much better than a single page landing page, for example, or a single -- yeah, single page landing page that you're going to have hard time getting that to rank higher than a site such as this.

Rick Dilliott: So, that's kind of specifically why it's designed this way is to kind of avoid that and take advantage of what Google is actually doing.

Robin: Exactly, correct. The back links are important. That's one of the things that Google looks at, the quality of the back link to determine whether they're going to base their rankings however their system does it to gain the higher rankings. They're going to look at the back links as well, yes, so it is important. That's one of the things when you're doing a submission using our submission tool. You want to utilize the social bookmarking sites because that's where a lot of your back links can come from, yes.

Rick Dilliott: Excellent. Actually, that's a really good explanation of why. The social points are important there.

Robin: Yeah.

Rick Dilliott: All right, I've got a tricky one for you. Are you ready?

Robin: Yeah.

Rick Dilliott: I'm curious to see what your answer is because I'm not even sure how to take it myself. But Jaycee wants to know why

would they set up a lead page in Traffic Geyser versus Instant Customer?

01:25:12

Robin: Well, I believe Instant Customer has their own lead page, Traffic Geyser, because of the fact that Instant Customer is not required to run a Traffic Geyser landing page or website. We have our own lead page. That's one of the things that Mike actually started out with the 10 x 10 x 4 that we will talk about in our next episode. That utilizes our lead page generator or lead generation page to -- should do the 10 x 10 x 4.

So, the Traffic Geyser has their own lead page, Instant Customer has their own lead page. We probably use them for two different reasons, but at the end of the day, the single page landing page is there for a reason. Some folks already have their own website. After you opt-in on a landing page, you can have it redirected to the customer's website once they've given you their opt-in information and then you can also utilize the landing page for doing your video drips of your 10 x 10 x 4 or 5 x 5 x 4.

Rick Dilllott: Yeah, I would say that's pretty much dead on. Really, Traffic Geyser has always been more for getting eyeballs to the page and Instant Customer has always been for lead capture and delivery of videos, product or whatever events, things like that. So, if you're looking to get ranked on Google, Traffic Geyser is definitely the better option like you've just said. If you already have somebody in your system and you're sending them to sign up for a specific webinar or something like that, yeah, it's really what the Instant Customer lead page is for.

Now, you can build out the Instant Customer lead page. It's pretty easier if you want it there. But again, you'll usually going to send somebody to that lead page via a direct link whereas really with Traffic Geyser, you're really hoping to get people there via a number of different places, correct?

Robin: Correct.

Rick Dilllott: Especially the search engines.

Robin: That is correct.

Rick Dilllott: I think that's about all we can get on here today. Anybody that we didn't get to, you'll take care of via email, I believe?

Robin: Absolutely. I sure will.

Our next call is going to be -- imagine that, it's going to be on our lead generator page and how to create quality magnet videos. Again, the quality of magnet video is something that

Mike is huge on as far as building trust with your prospects prior to trying to sell them anything. The videos are part of the FAQ, SAQ, 10 x 10 x 4 deal that we will definitely talk about at length next week.

Rick Dilliott: Yeah. I just want to say that the 10 x 10 x 4 I think is still an outstanding platform, understanding those and using those to generate good content like we've already talked about in this, I think it's a really good idea. I'm definitely looking forward to that and I had a blast and thank you for having me today.

Robin: Rick, I appreciate you being here buddy. I really do. I wish Kevin was here also because of the fact that Kevin was very instrumental in building the website builder or creating the website builder actually. But you've given a lot of insight especially on our Instant Customer tools that some folks most likely didn't know. Maybe they will go check it out. Hopefully, they will go check it out and do the trial.

Rick Dilliott: Excellent.

Robin: I want to thank you for being here with us and you are more than welcome anytime, my friend.

Rick Dilliott: You've got it.

Robin: All right. Thanks, folks. Have a good day. Make sure that if you do have any questions that you'd like answered, you've already entered them in chat, so I will definitely email those answers to you if they haven't already been answered. And any questions or issues with support questions rather help@trafficgeyser.com and for Instant Customer, help@instantcustomer.com.

Thanks, folks. Take care. Bye-bye.

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