



Learn How to Be An

**Internet Marketing Sweetie**

And Kill Your Competitors with Kindness



## The Traffic Secrets 2.0 Review – Sweetie Style!

**Review of:** [Traffic Secrets 2.0 Course](#)

**Date of Review:** July 2008

**Reviewed by:** Alice Seba

**Based on:** CD-Rom Transcripts a.k.a. [Traffic Secrets 2.0](#) Training Guide

**Learn More at:** [internetmarketingsweetie.com/ts.html](http://internetmarketingsweetie.com/ts.html)

### Review Overview:

Originally I intended to make this review a simple blog post, but as soon as I started to dig into the training guide, it was clear how long (but only by necessity) and detailed the review would be, so it has been placed into this PDF document so you can print it out, read it out and decide whether or not Traffic Secrets is for you.

### So, Is it For You?

Many affiliates promoting this program will tell you how it's the greatest thing since sliced bread, that John Reese is a genius and you'd be an idiot not to accept their bonuses valued at a bajillion dollars and buy through their link.

Out of those three things (the sliced bread, the genius and you being an idiot ☺), only one is close to being true...and that is that John is a pretty darned smart guy. Not only that, he has the experience and ability to convey information in such a way that it's easy to digest and apply. That's just what we need in our Internet Marketing teachers.

But despite him being smart and a good teacher, is the course for everyone? Obviously not. After my review, I can tell you this:

- ❑ If you plan to buy this course, be sure to dedicate the time to go through ALL the materials thoroughly. Then be prepared to create and execute an action plan.
- ❑ If you just want to skim through it and see if it's worth it, don't bother. This course is intensive, it takes you through a logical order and needs to be consumed in its entirety.

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- ❑ If you are a beginner, this course really does give you the fundamentals to be able to make your own massive traffic generation plan.
- ❑ If you are an advanced traffic strategist, you're going to get plenty out of this too, but be sure to dedicate yourself to going through all the course materials. It's easy to skim and I saw, "I already know that," but only when you look deeply is when you'll get all the important keys.
- ❑ If you want to build a business over the long haul and ignore all the traffic fads and short-term methods, this IS the course for you.
- ❑ If you want push-button stuff and don't care how long it's effective for, as long as you make some cash, this course is NOT for you.

## **How Does It Compare to Traffic Secrets 1.0?**

This is a brand new course, built from scratch. And even though it is being sold at less than half the price of the original course, I'd say it's a much more organized and detailed plan for creating website traffic. In addition, it takes into account recent developments in technology and social media making it a most up-to-date resource for generating traffic.

Personally, I'm a little bummed that the training materials are on CD-Rom, rather than DVD...but the addition of complete transcripts helps that. Personally, I prefer to absorb learning materials away from my computer, but this isn't a make or break factor for me.

The CDs are well organized and I like how they are divided into lessons with an "Overview" and "Review" component to each and every one of them...making it easier to grasp all the key concepts. They also use interactive technology, so you can get even more out of your learning opportunity.

## **What's Included?**

The new course includes:

- ❑ 12 Interactive CD-Roms
- ❑ Training Manual (this is the transcripts of the CD-Roms)
- ❑ Workbook
- ❑ Blueprints (John's blueprints are always highly prized!)
- ❑ Interactive Traffic Secrets student forum.

**As far as the course contents go, here are the full details:**

**NOTE:** You could take the following list of contents and do your own free research because yeah, it gives you a good overview of what's covered. But in all honesty, a lot of

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the advice on Internet marketing out there is just regurgitated stuff published by people who haven't even tested the things they talk about. Getting the information directly from the Traffic Secrets course means you know it's proven, plus it all ties into the very important core concepts John lays out at the beginning (see CD 1 details below). Not to mention, it's going to save you a **TON** of time.

### **CD 1 The Foundation:**

In this brief intro, John goes through some of the core concepts that guides everything the course teaches. I like these core concepts because they have these benefits:

- ❑ Save you time in developing your traffic strategies.
- ❑ Ensure you have valuable traffic and not just traffic for traffic's sake.
- ❑ Ability to streamline your process, so you don't waste your time on busywork.
- ❑ Long lasting effects - This course is for people who are interested in building a long-term and profitable business.

### **CD 2 Market Discovery:**

This is a very interesting aspect for a traffic course because most information on traffic doesn't really get into the understanding of your market. Most traffic resources I've come across simply focus on traffic and not the reasoning behind all the traffic sources you'll be developing.

This CD challenges you to discover important things about your market, so you know where and how to reach them online. **The CD is divided into the following lessons:**

- 1 Overview
- 2 Forum Discovery
- 3 Blog Scout
- 4 Article Examination
- 5 Video Search
- 6 PR Monitor
- 7 Competitive Analysis
- B Traffic Research
- 9 Link Detective
- 10 Google Alerts
- 11 Google Trends
- 12 Review

### **CD 3 Keyword Science:**

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This contents of this CD definitely had me thinking outside of the box and developing even more keyword ideas - both for paid ad campaigns and organic search engine rankings.

I often hear online business owners say they've run out of ideas and can't think of anything else, but I'm sorry...after this CD, no more excuses.

My only criticism (and bear in mind, I'm reading transcripts for this review...not watching the CD) is that I felt John jumped around a bit trying to explain certain terminology. But be patient and listen carefully, because it eventually all comes together.

**Here are the lessons included:**

- 1 Overview
- 2 Google Keyword Tool
- 3 Using Directories
- 4 Meta Tag Spying
- 5 Compete.com
- 6 SEODigger
- 7 SpyFu
- 8 WordTracker
- 9 Keyword Discovery
- 10 WordZe
- 11 Your Analytics
- 12 Review

**CD 4 SEO Dynamics:**

I have always enjoyed John's approach to teaching SEO because his advice is non-technical and is, for the most part timeless (as timeless as it can be, given the constantly changing landscape).

In the original Traffic Secrets course, John personally veered away from the techy and the latest and greatest stuff.

**If you have the 1.0 original course, you'll know that there 2 SEO learning resources:**

- The seminar DVD recording
- The CD-rom

Today, the DVD is largely out of date because he allowed others do a lot of the talking and they discussed a lot of the short-term strategies. And even if they were powerful at the time, many just don't work like that anymore.

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The CD-Rom is still very useful because it includes John's personal tried and true strategies that will still work today. That's why I'm glad that John stuck with the tried and true in Traffic Secrets 2.0 and has built on them greatly from the original course.

**This CD in 2.0 is divided into the following lessons:**

- 1 Overview
- 2 LSI Keywords
- 3 On Page Factors
- 4 Buying Domains
- 5 Site Architecture
- 6 SiteMap Creator
- 7 Link Building
- 8 Press Releases
- 9 Competitive Research
- 10 Using a CMS
- 11 Google Analytics
- 12 Review

**CD 5 Content Factory:**

This is my favorite part of the course because it really is the key to getting traffic...lots of it, consistently and for a long time. You'll remember that John talked about the Content Factory in one of the promotional videos for the course. In short, the more content you have out there, the bigger your reach.

And creating content can be a simple part of your regular planning, can be done relatively inexpensively and can produce HUGE results.

This CD breaks it down, so you have an easy-to-follow plan to create your content.

**This CD is broken down into the following lessons:**

- 1 Overview
- 2 Crash Course
- 3 Producer Method
- 4 Link Bait
- 5 Article Marketing
- 6 Creating Podcasts
- 7 Email Content
- B Special Reports
- 9 Content Launches

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- 10 Live Events
- 11 Hiring Writers
- 12 Review

### **CD 6 Video Marketing:**

It's something I've shied away from, but John definitely has some useful suggestions... particularly if you're like me and don't necessarily want yourself in front of the camera.

He give strategies on providing content that will be popular with your audience and structuring your videos, so they will encourage response to your call-to-action.

### **This CD is broken down into the following lessons:**

- 1 Overview
- 2 Video Types
- 3 Trend Watch
- 4 Competitive Analysis
- 5 VEO
- 6 Community Factors
- 7 Video Responses
- 8 Video Distribution
- 9 Social Bookmarking
- 10 Podcast Directories
- 11 Amazon S3
- 12 Review

### **CD 7 Social Strategy:**

This CD is all about social media and what is popularly named as Web 2.0. I cheered a little when I read this important sentence in the Overview lesson:

*"So there are a million and one ways to try to drive traffic and sales from social media, but the majority of them aren't worth your time unless you value your time at less than probably \$1.00 per hour."*

Bingo! It seems everyone's gone nuts over social media and it's potential and they're fooled by the number of visits it can bring, but the truth is, your return on investment (in terms of time) in most cases, won't be as great with other methods. However, I can agree that social media marketing has its place if you do it wisely and that's what John teaches you to do.

### **The CD is divided into the following lessons:**

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- 1 Overview
- 2 Email Marketing
- 3 Blog Participation
- 4 Using Twitter
- 5 Facebook Strategies
- 6 Ning Niches
- 7 Social News
- 8 Social Bookmarking
- 9 StumbleUpon
- 10 LinkedIn
- 11 ShareThis
- 12 Review

### **CD 8 Adwords Mastery:**

It's something a lot of online business owners avoid and for good reasons. Setting up your campaigns takes lot of work and attention to detail, plus people worry about the cost. But the good news is, and this CD illustrates, you do have to put in the initial work and pay attention to details...but your campaign doesn't have to be expensive and the maintenance can be minimal.

### **This CD includes important lessons including:**

- 1 Overview
- 2 Competitive Research
- 3 Writing Effective Ads
- 4 Keyword Domains
- 5 Landing Pages
- 6 Quality Scores
- 7 Google Search
- 8 Content Network
- 9 Language and Location
- 10 Dayparting
- 11 Negative Keywords
- 12 Review

### **CD 9 Advertising Methods:**

This DVD goes deeper into other advertising methods, but guides your focus on methods that produce the most results, with the least amount of efforts. As an avid tester,

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obviously John also discusses tracking your efforts and fully understanding the value of each advertising opportunity.

**This CD is divided into the following lessons:**

- 1 Overview
- 2 Other PPCSEs
- 3 Buying Media
- 4 CPA Networks
- 5 Blog Advertising
- 6 Email Advertising
- 7 Shopping Engines
- 8 Classifieds
- 9 Buying Websites
- 10 Video Advertising
- 11 Radio Ads
- 12 Review

**CD 10 Widgets and Software:**

Building on the 3rd promotional video of the Traffic Secrets 2.0 launch, this CD teaches you how to generate tons of traffic through the creation of your own widgets and software. The CD includes very specific steps for you to do this, even if you have zero programming skills.

**This CD includes the following lessons:**

- 1 Overview
- 2 Competitive Analysis
- 3 Toolbar Marketing
- 4 Widgets
- 5 Facebooks Apps
- 6 Shareware
- 7 Badges and Awards
- 8 Web Services
- 9 Mashups
- 10 Mobile Applications
- 11 Finding Programmers
- 12 Review

**CD 11 Affiliate Army:**

Here's a very realistic picture of running your own affiliate program. John covers what it takes to beat your competitors and win over those fickle affiliates that go where the

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money is. He also shows you how to maintain loyalty, pay your affiliates, considering affiliate networks and more.

**The lessons in this CD are:**

- 1 Overview
- 2 Commission Junction
- 3 ClickBank Analysis
- 4 Affiliate Monitoring
- 5 Spying Techniques
- 6 Text String Trick
- 7 Affiliate Directories
- 8 Running Contests
- 9 Program Marketing
- 10 Training Videos
- 11 Affiliate Videos
- 12 Review

**CD 12 The Master Plan:**

This CD helps you put everything together. It directs you to the blueprints included with the course. The blueprints are quick summary sheets, making it easy to take action on what you've learned. He also includes a maintenance plan to make it easy for you to keep on track.

**Where to Get More Information:**

To get the full details about what comes with Traffic Secrets 2.0 and how to secure your copy of the course, go here:

[internetmarketingsweetie.com/ts.html](http://internetmarketingsweetie.com/ts.html)