

Traffic Equalizer Manual



By Chris Cole

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Author's Note

Hi There,

It's Chris here. Just a little background on myself... I've worked in various marketing agencies for more than 9 years. However I was forced to retire early at the age of 33 due to some chronic back injuries. Because of that, I lost my day job. You know how big corporate companies are like. Lose your value and out the door you go.

Forced into a corner, I had no other choice but to turn to the internet to try to earn some income. I've tried countless programs, recommended by business magazines or my friends on the internet. Unfortunately a lot of them were hard to implement or just plain scams. You should be familiar with this if you're reading this now. =)

It was a hard route and it was only through trial and error that I finally made it. After mastering the art and science of marketing online, I'm happy to say that I now earn a steady 5 figure income every month. People regularly invite me to speak at seminars and I'm a much sought after speaker too. Life is just good.

Now I would love for you to have this similar opportunity, to actually create massive wealth beyond your wildest dreams. With this program you'll find the secrets to success, all laid out in simple step-by-step instructions. As long as you are willing to learn and commit yourself, you too would be able to enjoy a worry-free and financially abundant lifestyle.

Your journey starts today.

Keeping it real,
Chris Cole

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Overview

Based on a keyword list that you import, Traffic Equalizer will create an optimized page for each of those keywords. It will also create “index” pages which will be listed on the sitemap the program generates. Each of these index pages will contain the number of keywords you specified in the Keywords field (under the category “Appearance”).

Example: Your list contains a total of 1,000 keywords. If you specify 100 keywords per index page, the program will create 10 index pages (which in turn will be listed on the sitemap). NOTE: For maximum effectiveness, it's recommended that you don't include any more than 100 keywords per index page.

Page Templates

Traffic Equalizer comes with three pre-made page templates (index, results, and sitemap). If you're proficient in HTML, you can create your own custom templates that match the look and feel of your own site. Just make certain you include the program's "token" script codes just as you see them shown in the existing templates (these insert the proper information associated with each of the generated pages).

NOTE: Keep in mind that when it comes to page rank, search engines have a tendency to favor plain text pages over those that involve more advanced coding and/or design. You don't have to have an expensive website template to get excellent results using Traffic Equalizer.

Form Fields

Source Data

For the following fields you can either type in the information or simply "browse" your computer for the exact location of each file.

Keyword File - You need to enter the exact path to your keyword list. For Traffic Equalizer to recognize it, this needs to be a plain text document with each of the keywords placed on a separate line.

NOTE: Keyword phrases should not contain more than 5 words. In order to make certain your pages rank high, you'll need to remove those keywords phrases that contain more than 5 words from your keyword list.

Index Template - This is the exact path to the template that will be used for each of the program-generated "index" pages.

Results Template - This is the exact path to the template that will be used for each of the keyword optimized pages.

Sitemap Template - This is the exact path to the template that will be used for the sitemap page. NOTE: If you already have a page on your web site that is called "sitemap", you'll need to enter a different name. Otherwise, simply leave the default name (sitemap) in this particular field.

Sponsored link

The following three fields are associated with the web page or website you're promoting. In other words, it's where you want the viewer traffic to go.

Title - This will be the display title for your Sponsored URL below. It appears on each of the keyword results pages.

Description - This is a description for your Sponsored URL below. Like the title, it appears on each of the keyword results pages.

Sponsored URL - This is the URL address for the web page or web site where you're sending the viewer traffic. In most instances, it will be the same as your "Homepage URL" (under the category "Appearance").

Appearance

Index Name - This allows you to choose a name that will be associated with each series of index pages. For example, if the name you chose was "traffic", and there were 3 index pages generated, they would be listed on the sitemap as follows: traffic Index 1, traffic Index 2, traffic Index 3.

Keywords - Enter the amount of keywords you would like to appear on individual index pages. For example, if you have 500 keywords, you can specify 50 keywords per page which in turn would amount to a total of 10 index pages. NOTE: You should never include more than 100 keywords per index page.

Results - This allows you to choose the number of keywords that appear on each results page (in addition to your own sponsored link). Currently, the default is 20. That means the results page will show sponsored link plus 20 others. You can change this field to any number between 5 and 20.

BG Color - By default, white will be the background color of the Index Template, Results Template, and Sitemap Template. If you would like a different background color, simply replace “#ffffff” with the appropriate hex-code.

Homepage URL - This will be the main page of the web site for which you’re generating the traffic.

Sitemap Name - This is the name that will be associated with the sitemap page that Traffic Equalizer automatically generates. NOTE: If you already have a page on your website called “sitemap”, you’ll need to enter a different name in this particular form field.

Popups

Popup URL - This is the URL address for a popup that will display whenever a viewers leaves one of your keyword pages.

This can be anything you want... your homepage and/or sponsored page, an affiliate or product sales page, another website, a newsletter or mailing list sign-up form, a special offer, some free bonus or ebook download. It’s entirely up to

you. The purpose is to use all the traffic you receive (and therefore the popup window) to the best possible advantage.

NOTE: If you're not going to display an existing page in your popup window, you'll need to create one and then upload it to your server.

Popup Width - Enter the width you want the popup window to be (in pixels).

Popup Height - Enter the height you want the popup window to be (in pixels).

Performance

Threads - These are connections to the Internet (while data is being extracted from the search engine and the pages are being built). This number allows you to choose how many concurrent threads are being used at any one time. The default setting is "5" but you can change that to any number from 1 to 9.

NOTE: Once you use the program, you'll have a better feel for how many threads you can run at the same time.

Instructions

Generate The Pages

After you fill in all of the form fields, click on "Generate". A progress bar will appear on the upper lefthand side of the software window. On the upper righthand side, you'll see the keywords go by as the pages are being built.

Once the process is finished, a popup will display the following information. 1) the number of index pages that were built, 2) the number of results pages that were built, and 3) how long the entire process took.

Access The TE Folders

Aside from the pages that were built, Traffic Equalizer also creates folders and then places everything on your computer in the following "default" location:

C:\Program Files\Traffic Equalizer (see "NOTE 2" below)

Example:

If you had 1,000 keywords with 100 keywords per index page, this is what you would see in the Traffic Equalizer folder.

sitemap.html (with links to 10 different index pages such as: traffic Index 1, traffic Index 2, traffic Index 3, and so forth)

10 folders numbered 1 - 10

Inside each of those 10 folders you would find 100 results pages and one index.html which contains the links to those 100 results pages (listed by individual keyword).

NOTE 1: If you change the names of the numbered folders, you must also change the links on the sitemap.

NOTE 2: When finished processing, Traffic Equalizer always places the generated pages and folders in the same location as your page templates. If you don't see the final pages and folders in the default location (C:\Program Files\Traffic Equalizer), it means your templates were located somewhere else on your computer. Look there for the final pages and folders.

Upload The Folders And Pages

Using either FTP or Telnet, upload all the pages to your web server. NOTE: Make certain you duplicate the same folder/directory setup that Traffic Equalizer created on your computer.

Linking Your Pages

Although Traffic Equalizer will generate numerous pages, you only need to create a link that points directly to the sitemap. Here's an example of the link itself...

<http://www.yourwebsite.com/sitemap.html>

How you include this link on the homepage of your website is entirely up to you. You can create a normal text or graphic link that's visible to the viewer. Or, you can "hide" the link in your source code so that only the search engine spider will find it. For example, linking to a 1x1 pixel image, a transparent gif, or a horizontal rule.

Getting List In Google

If your homepage (main website) is already listed in Google, you don't need to do anything. Their spider will automatically crawl your website and index the additional pages that Traffic Equalizer generated.

Of course, in order for a spider to actually find those pages, you need a link to your sitemap on your homepage. So don't forget to do that!

On the other hand...

If your TE pages are associated with a new website, one that hasn't yet been listed with Google, you'll need to get backlinks in order to get indexed. Once the search engine spiders find your website, they will also follow all the internal links throughout your entire site (and therefore list the TE pages).

The fastest and easiest way to get backlinks 24/7 is to sign up with Backlinks Ninja. You'll also receive 2,000 bonus links just for signing up, and these

backlinks will give you a huge boost with your search engine rankings. Grab your 2,000 bonus links at <http://www.backlinksninja.com/bonus.php>

Allow Reasonable Time For Listings

How long it will take to see your Traffic Equalizer pages listed in Google depends on several variables. For example, whether or not your homepage (main website) is already listed with Google. If not, it could take anywhere from a couple of weeks to over a month to get your site listed in Google.

For the most part, the time involved will depend on Google's crawl schedule and the amount of sites/pages that are ahead of you (in queue, scheduled for index). Just so you know, Google usually indexes new sites during the 2nd week and lists new pages/content during the first few days of the following month.

Here's the bottom line:

It's going to take time before all of your Traffic Equalizer pages are listed with Google (allow for additional time if your main site isn't already listed). The best thing you can do is get everything set up properly and then keep an eye on the overall listing progress.

What you DON'T want to do is get hung up worrying about "when and if" each of those pages will be listed. It will happen eventually. Just be patient.

Yours truly,



Chris Cole