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Crack the Google Code: The Guide to Traffic Nodes

Have you heard about Traffic Nodes yet?

If you haven't then you're in for a treat! Because Traffic Nodes have consistently, "Cracked the Google Code" to enable you to reach your maximum potential financially, even without the "Guru" status.

If you have and you are not using them yet, then you have been missing the point of doing business successfully on the internet.

What is A Website Traffic Node? A website traffic node is a single html page of content specific information that has been optimized for the search engines and user friendly for the viewer also called content

pages. Traffic Node's are created for the sole purpose of finding a prospect to deliver content in the form of specific information and to help transcend the common consumer to your sales page or lead capture page. A high trafficked site will have many of these nodes in place.

Why would you need a Website Traffic Node? A Website Traffic Node validates your prospects interests to what you have to offer. It is also used to condition your prospect and prepare him/her into feeling more comfortable in doing business with you. By default, you would have manipulated a much higher conversion rate when your prospect lands onto your sales page or lead capture page because they have already been validated by his/her interests through the use of your Traffic Node.

What is the difference between a Traffic Node and a Lead Capture Page? Although a traffic node can also serve as a lead capture page, they are different in how they are indexed within the search engines. A lead capture page by itself does not perform an adequate job of validating your product/service to your prospects interests. Other forms of communications are almost always needed to confirm their interests and their intention of doing business with you, often wasting your time and effort. Whereas, a traffic node can have many built in validation processes within the node itself, validating the prospects interests in what you have to offer. Traffic nodes are search engine friendly too. Traffic nodes make it a possibility to obtain high-ranking positions on all major search engines. Lead capture pages very rarely make it to the top of a search engine therefore; a constant effort is required in order to gain the lead.

How Versatile are Traffic Nodes? Traffic Nodes can be the simplest or the most flexible and complex system out there on the net today. Unlike the adsense pages that you will commonly find in the market, traffic nodes can also:

1. Capture a lead for further follow up into your customer base.
2. Create an income from AdSense and other advertising media.
3. Steadily crawl and maintain top search engine positions.
4. Pre-Qualify prospects for your services.
5. Pre-Sell your products.
6. Pre-Screen perspective Affiliates.
7. Pre-Condition future down line Members.

Professionally constructed traffic nodes are usually always associated within a hub. A hub is a central meeting place for themed but isolated and highly focused information. For example, a hub site offering a wide range of health products would be presented on an ecommerce portal page. Most people see these in the way of large affiliated sites. Since this type of industry is overly competitive, you will have little to no chance of breaking through the barriers in order to make your offers known. Most hubs are owned and operated by mega Corporations with large budgets and staff members. The more common of these are constructed as predominate large Search Engines, Directories and eCommerce Sites or usually a combination of. Even medium sized businesses often try to compete through expensive search engine optimization techniques and advanced advertising technologies. The point is that, these companies have the budget and the time it takes to position themselves favorably.

As an independent business, whether small or medium, it is difficult to compete with Directories and impossible to compete with Search Engines. That's where Traffic Nodes come in. In order for a hub to function as it is intended, a constant source of highly focused nodes is needed. Without the traffic node, the hub would be just a worthless empty shell.

In light of this new outlook it would stand to reason that major search engines and directories are in fact NOT out to get you, they are actually looking for a partnership with webmasters to give their users what they are looking for. Therefore in essence, if you give the Search Engines and Directories what they need, they in turn will give you what you need. Traffic! Moreover, lots of it!

Single page traffic nodes are similar to content pages. Most common today are the pages that have the purpose of solely pumping adsense advertising. A full one-page traffic node goes much further than just offering targeted advertising. It can create income off of lead generation, searches, affiliate programs, products, services and list building. The amazing thing is, just about anything can be presented in your themed traffic node. The main advantage to traffic nodes is that search engines and directories naturally love them and will quickly give you high placement inside their hubs.

To be more specific let me give you a scenario of a single Website Traffic Node, as it would be in action. There is a multitude of different types of Traffic Nodes. Each type serving its own purpose for gathering

the lead and ultimately exposing the user to the offer you are drawing them too.

As I said earlier in this report, the more common form of traffic node found today are known as AdSense pages. The webmaster as gathered content that pertains to a high paying keyword in a target market, also called a niche market. His purpose for the page would be to create income from the end user if he clicks on an ad that has been served from AdSense. The webmaster then makes a commission off the shared income of the ad.

Notice how I mentioned the "commission of the shared income". In reality, that is exactly what you get, a percentage of a shared commission. Google AdSense does not disclose this rate of shared commission across the board. However, after developing these pages for the public for the last two years, I will tell you that it does not chalk up to the hype that you have been hearing.

Yes, you can make a decent income off AdSense. It takes more than one or two nodes in place. Furthermore, it also requires that you can reach at least the first two pages of a major search engine. Even then, you are bound to feeding your pages traffic that can be costly. My opinion is, unless you are willing to create many niche nodes and consistently work on it, you shouldn't plan of retiring on them.

Here is why:

When you start gathering and copying generic information about a subject matter whether it be a niche or not, you add to the recreation of redundancy. Google as well as all the other major search engines have written Algorithms to avoid showing repeated content within their results. The search engines do not penalize you for repeat information but at the same time don't expect to reach the top two pages either. You will remain close to the bottom because the web page with uniquely presented material will out weight your page. When this happens, you will be forced to bring traffic in from other resources.

It is very possible to still reach the top of the search engines even if you have used commonly repeated content. To accomplish this, you need to pay attention to your presentation of the subject matter. A proper and unique presentation leading into the subject matter will still render enough weight to slide past the filters of the algorithms.

The current system of using pages for simply AdSense income is the weakest and in my opinion, the most underutilized form of traffic node. Although traffic nodes are constructed to multi-function, creating passive income is only one of the many benefits in generating them.

Let me take a break and create a side note to ask: Do you know what an algorithm really is? I know we all hear about them and what they could possibly do to your business.

Let me put the panic to rest. An algorithm is nothing more than a mathematical formula that functions as a filter. All search engines, directories and all programs have algorithms of some sort. In general, computer codes are algorithms. The simplest form of anti-spam filter built into your email client is written as a series of algorithms.

In layman terms: An Algorithm is a mathematical formula used by search engines to determine how Web pages are going to be ranked in their search results. It's a search engines ranking process indicating what they like to see on a Web page. Search engines algorithms change quite frequently and algorithms differ from engine to engine. According to: www.pro-seo.com/glossary.html

In more technical terms: An iterative method that generates a sequence of the form $x^{(k+1)} = S_k(A_k(x^k))$, where x^0 is given (called the initial point); A_k is an algorithm map that yields a set of policies, given the current point, x^k ; and S_k is a selection function (in case A_k has more than one policy in it). Note that the algorithm map and selection function can depend on the iteration number (k). A concrete example is of the form $x^{(k+1)} = x^k + s_k d^k$, where s_k is a scalar parameter, called the **step size** and d^k is a vector, called the direction of change. The step size may require a selection from a **line search** solution (if there are many optimal solutions); one is to select the least value (perhaps above some threshold). In practice, algorithms have a variety of **tolerances** to control its computer representation, progression and termination.

According to:

orion.math.uwaterloo.ca/~hwolkowi/mirror.d/glossary/index.php

If you still want to create content pages for AdSense income, you can download a list that I have compiled of high paying keywords at [Keyword Revenue](#).

There are a few things that you will need to understand about using a list of keywords to control the ads that are served onto your page.

Here is a small sample of the top paying keywords. I chose to use a sample from the keyword "Mesothelioma" because of its general popularity with trying to create income from AdSense.

| Max CPC (\$) | Avg CPC (\$) | Alphabetical Keywords "M" |
|--------------|--------------|----------------------------------|
| 21.86 | 7.71 | major medical health insurance |
| 37.52 | 6.38 | make money from website |
| 44.06 | 11.45 | make money with website |
| 103.19 | 22.47 | malignant mesothelioma |
| 37.66 | 7.71 | malignant mesothelioma pleural |
| 39.45 | 8.93 | malpractice lawyer |
| 44.36 | 9.12 | malpractice lawyer california |
| 14.52 | 7.52 | malpractice lawyer new york |
| 37.36 | 5.92 | malpractice medical ohio |
| 38.63 | 8.31 | malpractice medical pennsylvania |

The maximum bid is the highest amount that an advertiser will pay to have their ad show.

Reality Check: It is true that most of these higher paying advertisers are larger companies with budgets and a staff that are professionally trained to make a return on their advertising budget with the incoming lead. Fact: There are not hundreds of these companies around that are competing for the same keyword, nor do they compete against themselves. This keyword is considered a "niche". So for you to see the highest bid to actually be paid out would be extremely rare and an isolated case. Even then, as I said before, you only make a shared commission of the revenue. You will never see the maximum paid, this is only hype to get you to "pay" a hefty price for the list.

The average bid is what is actually earned from the keyword.

Reality Check: This is the average "gross" earned income from the keyword. The average is the sum of all "gross" earned income divided by the number of click through. If your viewer clicks through from your site, there is no guarantee that the advertiser has paid the average

bid. Google adsense allows for a sliding scale for the bidding process. In other words, if you bid on a keyword and you decided that keyword was only worth 15 cents but you would pay up to 25 cents against your competition. Your competition's bid was 16 cents for that same bid. Google would ante up two more cents on your behalf to keep you in the top position. The advertiser sets these special perimeters when they set the account up for that keyword.

With these facts in consideration, your idea of solely making income off of Adsense will diminish quickly.

One other fact to consider about creating these types of pages is, of course, the competition you are against before you even get out of the gates. Do a search on Google for the key phrase that you intend to use to see how many results are rendered. Under the key phrase of "malignant mesothelioma", I found 560 thousand results. On the first three pages of Google, none of them are pages that were generated for the purpose of adsense income. The only pages created for the purpose of Adsense income were listed under the Adwords columns. It is very rare that a page created for the purpose of only advertising for Adsense even come close to the top of a major search engine. What little money you will gain, you will lose in advertising dollars.

Traffic Nodes are not Adsense pages, even though adsense can be incorporated into your web page for an additional income stream. They are not dependant on any single advertising medium. Traffic Nodes actually incorporate systems that are genetic to Search Engines and offer a way to:

1. Capture a lead for further follow up into your customer base.
2. Create an income from Adsense and other advertising media.
3. Steadily crawl and maintain top search engine positions.
4. Pre-Qualify prospects for your services.
5. Pre-Sell your products.
6. Pre-Screen perspective Affiliates.
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By using the simplest forms of the algorithms embedded in all search engines, Traffic Nodes offer the advantages of breaking through the barriers of steep competition. It is about how you present your offer to the viewer and format it for the search engines. Traffic Nodes do not need to execute any "black hat SEO" or little cheap tricks generated by software because of the genetic backbone that they are based on.

Once you get into the habit of creating Traffic Nodes, you will never go back to the way of the "dark methods" just to get ahead.

Fact: You won't have to!

["Crack the Google Code"](#)
[24/7 Sales Generation](#)

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