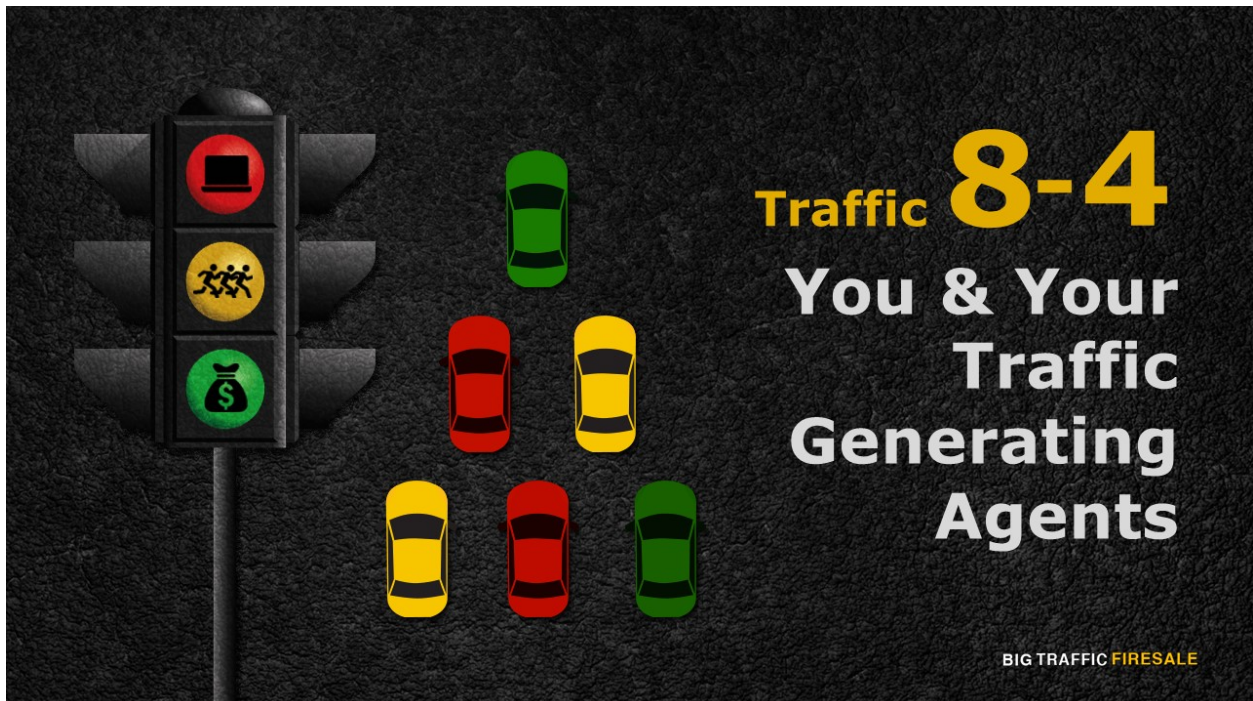


## 8-4 - You & Your Traffic Generating Agents



**S1:** What's next between you and SEO as your traffic generating agent?

### SEO Implementation Methods

The more traffic you could generate, the higher your site's authority will perceive

Additionally, there are **2 ways to implement On-Site and Off-Site Optimization:**

The White-Hat Optimization	The Black Hat Optimization
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BIG TRAFFIC FIRESALE

**S2:** As you can see, the agents are there to assist you in achieving the traffic you want to your site. The more traffic you generate, the higher your site's authority is perceived. There are 2 additional ways to implement On-Site and Off-Site Optimization.

Meet the White-Hat and Black-Hat of SEO. They are known as part of the implementation method for you to utilize On-Site and Off-Site Optimization.

## White-Hat Optimization

- ▶ White-Hat SEO is the legal optimization vehicle to generate traffic to your website
- ▶ Its very objective is to increase the fame of your site through a relatively good content that is practical to be shared and link to
- ▶ Thus, increasing your traffic slowly, but steadily



**BIG TRAFFIC FIRESALE**

**S3:** White-Hat SEO is the legal optimization vehicle to generate traffic to your website, whilst Black-Hat SEO isn't. Despite the need to keep pulling traffic to your site, there are cases where desperate online users would opt for Black-Hat SEO.

White-Hat consists of building links of your site, and analyzing potential optimized keywords. Its objective is to increase the fame of your site through a relatively good content that is practical to be shared and link to. Thus, increasing your traffic slowly, but steadily.

## Black-Hat Optimization

- ▶ Black-Hat, on the other hand, is none of that.
- ▶ It is illegal and it can get your site to be penalized and potentially banned from the ranks of search engines the moment you started raising your site.



BIG TRAFFIC FIRESALE

**S4:** Black-Hat, on the other hand, is none of that. Those who practices this is deemed guilty of breaking the rules set up by Google to achieve the highest ranking of searches. It is illegal and it can get your site to be penalized and potentially banned from the ranks of search engines.

## Patience Is The Art Of SEO

No site could accelerate its rank within a day's time

Consistency varies but it is achievable

Always check wordings to your link & the reliability of it

Never leave your site stagnant even for a day. Nobody likes a stagnant blog

BIG TRAFFIC FIRESALE

**S5:** The most important aspect of generating traffic using SEO is patience. No site can accelerate its rank within a day's time, unless of course you pay for the

service. Fret not because the key to a steady growth of traffic is consistency.

Consecutively, the words used to create your post should portray the chosen title. Always check wordings to your link and the reliability of your link. This eases other users who want to share your post to the world and bring you traffic.

Finally, do not leave your site stagnant even for a day. The least post you should be making is at least once a day. This would give you the reputation of consistency amongst readers, knowing they could rely on you for an update. Nobody likes a stagnant blog or page.

## Finally...

- ▶ Keep in mind using the method of SEO takes time for your site to be recognized
- ▶ Whether you integrate the On-Site and Off-Site agents, or both to help you out, the results you want might come in slower
- ▶ All you need to do, is maintained your consistency from the above elements and you will do great

**BIG TRAFFIC FIRESALE**

**S6:** Keep in mind using the method of SEO takes time for your site to be recognized. Whether you integrate the On-Site and Off-Site agents, or both to help you out, the results you want might come in slower. All you need to do, is maintained your consistency from the above elements and you will do great.