

**By Peter Garety**

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## Introduction

If you are looking for ways to generate FREE traffic without spending a dime on backlinking...

If you don't have enough time and money to work on your Internet business...

If you still struggle to make money with your websites and nothing seems to be working consistently...

**Then Lazy Traffic Report is for YOU!**



It is about getting the FREE traffic you need to make consistent income online without spending hundreds of hours on content creation or investing thousands of dollars in traffic.

You see, it is not a secret that the main reason why the majority of people (61.7% according to my survey) still do not make a dime online is traffic.

Because if you could get just 300-500-1000 visitors to your website per day, you could always find a way to turn these visits to lucrative profits.

But if you struggle to pass a 50-visitor mark, you are unable to monetize it and make money out of it.

Even worse – your websites has no value, so even after spending a good amount of time to develop it, you still do not get anything in return.

You cannot make money from it and you cannot sell it.

So, in Lazy Traffic Report, I will show you a faster, easier and better way how to generate backlinks and traffic on autopilot.

It will show you the BIGGEST LEVERAGE you have ever seen when it comes to using content for traffic.

Are you ready? Awesome!



Let's dive into this!

*Peter Garety*

## Content & Traffic

In order to get FREE, consistent traffic to your website and convert it to money, you have to understand a very important aspect about content on the web.

So, let me put it simple for you:

### Nobody Needs Your Content.

Seriously.

Just stop creating it.

Every piece of content creates a competition that is a huge problem for Google when it comes to sorting it and displaying it to users (your traffic) properly.

The volume of content that we create is the REAL reason behind updates like Google Panda and Google Penguin.

Google just cannot figure out how to sort and display content that we produce on a daily basis in almost any niche you can imagine.

**And that is why they keep creating updates and new sets of rules.**

*(Check this image below – it is impossible to keep up with all of those, even if you have the most advanced SEO skills on the planet).*



The funny thing about these updates is that they were predictable already in 2010, when CEO of Google Eric Schmidt said the following in a technology conference:

*"The real issue is user-generated content. Every two days now we create as much information as we did from the dawn of civilization up until 2003".*

They realized how difficult a task it is to sort out all of the JUNK that we create in order to display something a real user can use.

Now, after all these updates and HUGE changes that are about to hit the web shortly, you must understand one very important aspect about the WEB and traffic.

It is this:

## **Your Content Is Not The King Of Traffic Anymore.**



Think about this...

Almost 99% of content that you create for the purpose of backlinks and traffic is not indexed or counted to rank your website.

Even more – have you heard of the **45-Day Ranking Syndrome?**

So, the 45-Day Rankings Syndrome is when Google de-indexes backlinks that:

1) Are not sending real human traffic; and

2) Don't have social influence on the page from where backlink is coming from.

And it usually happens between 30-45 days from the time when Google discovered those backlinks for the first time.

That is the main reason why most people just continually keep spending money on link-building and manual traffic generation.

It is not possible to create sticky backlinks using the OLD method – which is to create a bunch of low-quality, keyword-optimized articles and submit these articles to as many places on the web as possible.

Now, let me show you something really powerful.

Check this backlink profile for one of my case study websites:

|                         |                       | ↑↓ Int | ↑↓ Ext     | ↑↓ Crawl date       |
|-------------------------|-----------------------|--------|------------|---------------------|
| ight to simmer          | 0  156  47  50        | 37     | <b>101</b> | 3 Apr '13<br>02:11  |
| arrot-muffins/          | 0  10  3  5           | 84     | <b>67</b>  | 5 Apr '13<br>09:05  |
| deep-infused-vodka/     | 72  456  4,176  2,719 | 84     | <b>69</b>  | 29 Mar '13<br>23:28 |
| Bites                   |                       |        |            |                     |
| bread/                  | 0  5  8  5            | 65     | <b>41</b>  | 19 Mar '13<br>02:47 |
| nut-bread/              | 48  172  2,386  931   | 59     | <b>145</b> | 7 Apr '13<br>23:14  |
| 3/oreo-cheesecake-i...  | 1  30  74  51         | 47     | <b>51</b>  | 7 Apr '13<br>20:13  |
| d Baker                 |                       |        |            |                     |
| n-dinner/               | 0  6  7  3            | 118    | <b>40</b>  | 8 Apr '13<br>09:07  |
| oin Dinner  GreenLit... |                       |        |            |                     |
| it-quinoa/              | 3  5  0  0            | 113    | <b>40</b>  | 8 Apr '13<br>11:33  |
| akes                    | 0  3  16  19          | 67     | <b>40</b>  | 22 Mar '13<br>08:26 |
| es                      |                       |        |            |                     |

Do you see the powerful social influence on the pages from where my backlinks are coming from?

**This is what GOOGLE wants.**

These are the STICKY backlinks that will stay forever because the content on these pages are SOCIALLY approved.

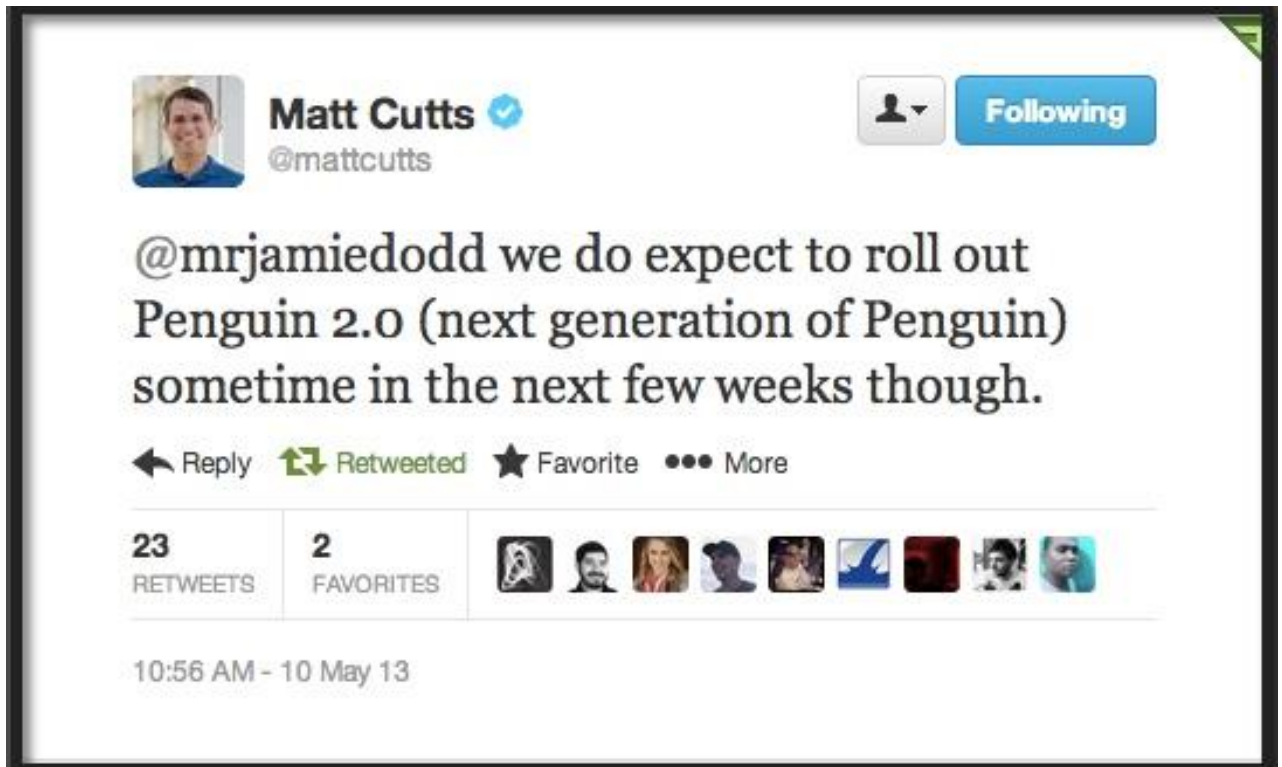
BUT if you use low-quality content created for backlinking purposes, you will never get the kind of social influence for it. Your links will LOSE value as fast as you create them.

**So, bottom line is this...**

If you still invest money in articles for pure backlink and traffic generation purposes, STOP doing it NOW.

It is TOTAL waste of time.

Even if you got some rankings right now, they might go away with the next Google update that is coming out shortly...



Therefore, stop wasting your time and money.

**There is a much EASIER, FASTER and BETTER method to get FREE traffic and rankings in Google without creating JUNK content that nobody needs.**

## The Dynamics Of Content

In order to understand how FREE traffic generation works, let me explain something that most marketers never consider.

**It is a MOMENTUM of CONTENT.**

You see, most marketers just focus on **STATIC keyword optimization**, which was a way to go before Google released those crazy updates you saw above.

Right now everything is **DYNAMIC** – so, your traffic generation strategy **MUST** be adjusted based on that factor.

**So, let me show you something...**

On 8<sup>th</sup> of April 2013, Google released this Webmaster update video...



...which gave the answer to the following question:

*"When we create a new landing page with quality content, Google ranks that page on TOP 30-50 for targeted keywords. Then why does the rank get decreased for the next 2 to 3 weeks? If pages didn't have required quality then why did it get ranked in the first week?"*

Now, even though the question might be a simple one, the answer by Matt Cutts – the head of the webspam team on Google, gives you an **incredible insight on how Google and content works right now and how you can use that to generate waves of traffic to your website.**

One of the things that you will notice Cutts saying is that content has a life cycle.

### **What does it mean?**

Well, essentially, it means that until Google determines the real VALUE of content and its primary source, you can rank high for it just because you were talking about that topic during that specific time.

### **Read that sentence again...**



Do you realize how powerful it is?

**Since Googlebot is not intelligent enough to determine content value the first time it crawls it, you can get rankings and traffic for highly competitive keywords almost instantly.**

It is incredible.

**This simple aspect of content evaluation by Google gives you an opportunity to USE MOMENTUM in TRENDING CONTENT in your niche to get instant rankings and traffic to your website.**

And when you look around keeping what I just said in mind, you will quickly notice the TOP authority websites in any niche doing the same thing.

**Check out these two biggest SEO websites...**

- [SearchEngineWatch.com](http://SearchEngineWatch.com)
- [SearchEngineLand.com](http://SearchEngineLand.com)

You will see them doing it almost every single day.

So, I hope that by now you REALIZE what a huge opportunity you have right now to generate FREE traffic to your websites without spending time and money on low-quality content.

You can be NOBODY on the web, but by using the specific dynamics of content, you can get traffic and rankings almost instantly.

## The Lazy Traffic Formula

Now that you realize how pointless it is to create content for backlinking purposes and how the dynamics of content affects your results with traffic, it is time to reveal the Lazy Traffic Formula.

Ready? Here it is...

Handwritten formulas on a blackboard:

- $x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$
- $\tan(\alpha + \beta) = \frac{\tan \alpha + \tan \beta}{1 - \tan \alpha \tan \beta}$
- $\frac{x^2 - 4}{x + 3} \div \frac{2ax - 2}{x^2 + 5x + 6}$
- $a^m + b^m = (a + b)^m$
- $a^2 - 2ab + b^2 = (a - b)^2$
- $A(t) = A_0 \left(1 + \frac{r}{n}\right)^{nt}$
- $\sqrt{n} = 1.77245$
- $\sum_{n=0}^{\infty} \left(\frac{1}{2}\right)^n$
- $\sqrt{81} = 9$
- $\sqrt{25} = 5$
- $\sqrt{324} = 18$
- $\sqrt{9} = 3$
- $a^m + b^m = (a + b)^m$
- $A(t) = A_0 \left(1 + \frac{r}{n}\right)^{nt}$
- $a^2 + 2ab + b^2 = (a + b)^2$
- $a^2 - 2ab + b^2 = (a - b)^2$
- $\frac{x^2 - 4}{x + 3} \div \frac{2ax - 2}{x^2 + 5x + 6}$

Ok, that was not simple, but this one is...

$$\mathbf{GAC + TND = Traffic}$$

What does this mean?

**GAC** means Google's Approved Content; or in other words – it is authoritative content created by authority content sources.

**TND** – Current trend – what is happening right now.

Now, before I give you the steps to enable it in your business, let me ask you this:

## **Do you know what a remora fish is?**

It is a suckerfish that attach itself to sharks, manta rays, whales and so on, and allow them to do the work while they just enjoy the reward.

**Well, the Lazy Traffic Formula is a REMORA fish ONLINE.**

We want to let other people create content that Google loves, while we just use that content to funnel traffic and backlinks to our websites.

So, here is how to enable The Lazy Traffic Formula in your business:

Use content that Google already approves as authority content. Usually, you will find this content on TOP authority websites in your niche like news websites, press release sites, blogs and social media sites.

Share this content via your regular link-building networks like social media sites, Web 2.0 sites, private networks, etc.

Along with Google's approved content, include a short introduction why people should check it out and **one link back to your website.**

Once it is done, ping that content via different indexing services so Google can quickly pick it up.

That is it.

In short – Lazy Traffic Formula works the same way as regular content sharing via social sites, but with one HUGE difference: ***You build backlinks and funnel traffic to your website.***

So, basically, you act as a REPORTER that provides information about what's HOT right now to your channels.

And this is what Google wants.

Now, if you still wonder whether it really is effective, let me ask you something:

Have you seen footprints by sharing services when you share content in social media sites?

**Check this snapshot from YouTube's Twitter sharing box...**

## Share a link with your followers

Why does a new page's ranking change over time?: <http://youtu.be/BzfK6isC7CA> via @youtube|

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Tweet

Do you notice the tag - via @youtube - at the end of it?

Why do you think they do this? It is not like they do not have enough traffic, right?

Well, it is the same reason why YOU want to do it – YouTube wants to build audience for their own benefits, just as you do.

You want to get backlinks in order to get rankings and you want to get as much traffic as possible.

And this is what Lazy Traffic Formula will do for you.

## What's Next?

I hope you realize how powerful the Lazy Traffic Formula is and how you can maximize traffic and rankings just by using this simple strategy.

With Lazy Traffic Formula, you can start building Google-approved backlinks and generate traffic without spending a dime.

**You just combine authority content + trend and you can get traffic to your website.**

Besides, you can automate the whole thing, so you do not need to waste time on traffic generation and you can focus on things that are more important in your business.

Now to help you with implementation of the Lazy Traffic Formula for your websites, **I recorded a FREE training webinar.**

During this training you will learn how to totally automate this thing so you do not need to waste a single minute working on backlinks or traffic.

So, make sure you [just click here to watch](#) this training right now.

Your 5000 visitors per week are just a few days away!

*Watch the training now!*



*Peter Garety*

P.S. If you have some questions about the report or training webinar, please do not hesitate to reach out via my support – [support@pghelpdesk.com](mailto:support@pghelpdesk.com) or visit it online <http://www.pghelpdesk.com>

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