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The concept we are approaching with Traffic Autopilot is to get you to the point where SEO strategies are second nature to you and once implemented properly can literally start giving you traffic on autopilot.

When I was new to online marketing one of the first things I did to make money, was to do local SEO for businesses in my community. This early venture, really paved the way and funded for most of my future work online.

I didn’t know a lot when I started, so I devoured all of the info I could find online. It took countless hours sifting through the trash, figuring out what was a good resource. I often wished I had a guide to help me find the info I needed. That is why I began to create Traffic Autopilot, although at the time it was just a handy tool for myself.

This guide will help save you a TON of time by pointing you towards the best SEO resources available out there by answering some common SEO questions.
WHERE CAN I GET A QUICK SNAPSHOT OF THE SEO PROCESS?

I found that learning about Search Engine Optimization was kind of tough for me, because I didn’t have an idea of what the entire process was like. I would be learning the beginning stages, but these tutorials would refer to future steps that were still confusing to me.

My SEO research really took off once I got a good snapshot of what SEO is as a whole. I think the best way to deliver that type of concept all at once is with an infographic. An infographic is a large picture that displays information in an easy to digest format. Since infographics can engage us so easily, they are a great way to learn.

If you want a snapshot of SEO then check out these handy infographics:

Four Essential SEO Infographics
Visual SEO FAQ
SEO Factors
Don’t Ignore SEO
SEO: The Evolution
WHERE SHOULD I LOOK FOR QUICK AND EASY BACKLINKS?

There are a lot of ways to get backlinks to your site. One of the quickest though is with directory submissions. Yes, they are not nearly as powerful as they once were, but they still count. I have had success using JUST directories to rank for some lower competition local terms, so even if the value is small it is there.

Also there are tons of directories out there to submit too and most are free.

A couple tips - don’t waste time on these directory submissions. If the site’s CAPTCHA is acting up, just move on. If there is a charge, no matter how small – move on. If they require a link back from your site then move on as well. Conversely, some will just need a link back in general and not from your actual site. If this is the case, you can create a blogger blog and just throw the link up there.

Here are some great directory resources:
**DMOZ** - The first directory to submit to. The most powerful and the only one to truly care a lot about.

**Add URL** - A huge list of directories to submit to.

**Strongest Links** - Another directory list

**Directory Critic** - Yet another directory list
WHERE SHOULD I DO MY KEYWORD RESEARCH?

Keyword research is obviously an important step to any SEO campaign. If people aren’t searching for the terms you want to rank for, why bother?

There are a number of tools out there that can help you choose the right keywords. Most of these tools will give you an estimate of how many times a term is searched, as well as other suggested keywords.

This is important, because ranking for a number of long tail (3 or more words) keyword phrases is often easier, and just as beneficial (cumulatively) as ranking for one short tail keyword.

The following tools will help with your keyword research:

- Google Keyword Tool
- Keyword Discovery
- LSI Keywords
- SEO Book
- WordTracker
WHERE CAN I FIND OUT WHERE I ALREADY RANK ON THE SEARCH ENGINES?

If you are actually putting time into SEO, then you probably want to track your progress right?

It makes sense, if you don’t know where you are on the search engines how do you know your efforts are paying off?

Quick Note: SEO isn’t an instant process, you might not see your efforts pay off right away, but if you commit to SEO, it will pay off.

The best way to do this is to actually search on the search engines, however if you are starting out you may be way back on the pages. it wouldn’t be worth the time to scroll through 10 pages of Google.

The following tools will help you figure out your SERP (search engine results placement):

Google Rankings
Market Leap
SEO Centro
Site Map Doc
SERP Rush
Ahhh, backlinks. Let the good times roll!

In my experience, building backlinks can be a bit of a mundane grind. That said, they are still essential. Some people seem to think that backlinks are losing their value. I am not sure if that is true or not, but what I do know is a good quality backlink from a great site is still one of the best things that can happen for you SEO wise.

Backlinks aren’t all about Google and SEO either. The more backlinks you have out there, means the more people can stumble across. Backlinks not only help your SEO efforts, they can directly send traffic to your site. That is win-win.

Backlinks should be a part of any SEO strategy, and will continue to be for the immediate future. Here is where you can find some more info on backlinks:
Get Backlinks

Hubpages Backlink Guide

Top 10 Backlinking Techniques

Backlinking Guide

Backlink Watch
**What Should I Do On My Website to Help With SEO?**

Backlinks are really important but they are not the only thing to consider. You want to make sure that your website’s on-page SEO is taken care of as well.

**Quick Note:** In general you won’t have to spend as much time with on-page SEO because once you do it, you will be done outside of tweaking. While backlinking should be a regular strategy. **However**, many people (me included) include adding fresh content to your site as an SEO step, so make sure you are regularly adding unique content to your sites.

I like to think of on-page SEO as you making your site more friendly to the search engines. The following resources will help you understand on-page SEO:

- [On-Page SEO Basics](#)
- [Basics of SEO Friendly Design](#)
- [On-Page SEO for WordPress](#)
How Am I Doing So Far?

It is quite easy to figure out how your SEO efforts are doing, that is one of the great things about it. You can tell simply by analyzing your results.

Check out the search engines and see if you are climbing them! Simple as that really. However, since SEO is a process that takes time it is still helpful to get some feedback, The best way to get feedback is of course be lucky enough to know someone who is an SEO expert, we all aren’t that lucky.

There are a couple of sites that will attempt to measure your SEO efforts thus far. I want to stress something here, these sites should not be taken as gospel. They will give you a general idea how you are doing, but don’t lose your mind if you get a bad score.

The best use of these sites is to make sure you aren’t missing or haven’t messed up anything glaring. If you are interested in getting some SEO feedback, check out:

Website Grader
WHAT THE HECK DOES THIS SEO TERM MEAN?

One thing that I found super frustrating when I was starting out with SEO, was figuring out the “lingo”. I would be reading an article on backlinks and it would mention anchor text, and at the time I had no idea what that meant. I would then have to stop my research, look up the term, get sidetracked and try to get back to the research afterwards.

If you are getting into SEO, then you need to know the most used terms. You need to know the difference between noFollow and doFollow, long-tail and short-tail etc...

Luckily, there are some great glossaries online that will help teach you SEO specific lingo:

RLrouse
SEO Glossary
SEO Moz
SEO Theory
I NEED A CHECKLIST TO FOLLOW!

Some people need more guidance than others when it comes to learning. I like to get my hands dirty, discover things on my own and kind of freestyle my learning. Others want concrete details and instructions.

There is nothing wrong with either method, it just comes down to what works for you. If you need specific instructions, then you probably love check lists. What could be more straight forward?

“Do all of these steps and check them off as you go!”

Simple, easy to follow and perfect for people who are craving direction. Here are some SEO related checklists that you can follow:

60 Essential Checks
Complete SEO Checklist
High Priority Checklist
Onpage SEO Checklist
IS THERE ANYWHERE I CAN DISCUSS SEO WITH OTHER PEOPLE?

There will come a time when you just need to get some feedback from real people. You will want to figure out if your methods, are being used by other people. You will also want to ask questions about techniques, get feedback on your actual site and just bounce ideas off other people.

Most likely, you won’t have a person in real life to do this with, and even if you do, getting to hear a large variety of opinions can be very helpful.

The easiest way to do that is to join a web forum. There is a web forum or message board for just about every topic on earth. SEO is no different. The following forums will help you get your SEO questions answered:

Digital Point
High Rankings
IM Talk
SEO Chat
SEO Forums
SEO Guy
Site Point Forums
V7 Network
Web Pro World
Webmaster World
WHERE DO I GET THE LATEST INFORMATION ON SEO?

Here is a tip within a tip - Google loves blogs. If you build your website with blogging software it will be easier to rank higher. The two main reasons are blogs tend to be updated more often, and they are easier to add content to so you can build your site up fast.

This is also why they are perfect for gathering information. Since good blogs are updated regularly - they are a great source of SEO information. The world of SEO is constantly evolving, and following key blogs is one way to keep on top of things.

If you would like to stay on top of all the latest SEO information, then make sure you follow a couple of these blogs:

- David Mihm
- Distilled Blog
- GrayWolf
- Huge Guzman
- Pole Position Marketing
- Practical SEO
Bonus #1 - Article Directories

A1 Articles
Acme Articles
Amazines
Article Alley
Article Bin
Article Biz
Article Blast
Article Buster
Article City
Article Click
Article Compilation
Article County
Article Cube
Article Dashboard
Article Feeder
Article Friendly
Article Geek
Article Pool
Article Pros
Article Rich
Article Slash
Article Snatch
Article Sphere
Article Trader
Articles Base
Articles Factory
Associated Content
Bright Hub
Bukisa
Buzzle
Content Articles
Easy Articles
Ehow
Evan Carmichael
Ezine Articles
Ezinemark
Gather
Go Articles
Helium
Hub Pages
Idea Marketers
Info Barrel
Information Bible
Isnare
BONUS #2 - URL DIRECTORIES

A2Z Web Directory
Aauml
About Directory Web Resources
Ad Walker
Add Link
Adora
Agri Education
All States US Directory
AOL Directory
Arxiugavin
Astral Directory
Bali Directory
BE41
Best Directory 4You
Bio Watch Med
BL Free
Burb Blog Directory
Colorado Directory
Cultu TU
Data Soft System – websites and articles
Deshi Web
Directory Stop
Diverse List
Dmoz
Dyyn
Ebba
En Forum
FATM
Free Website Directory
Global Online Business Directory
Gozoof
Hit Web Directory
Human Edited Web Directory
IFCC FBI
IM Talk Submitter
Info Listings
Jaydee
JSum
Kiwi Dir
Kovex Directory
Link Connection
Link Dir 4 U
Link Pedia
Little Web Directory

Lurpo

Magellan

Mainostoimistot

Media HP

Mee Link

My Directory

Myriad Webs

Open Directory

PiSeries

Plenty Links

Pop Net

PR Web Directory

Puppy URL

PxDaj

Retail Axis

RoAsk

SEO Directories

Simple Directory

Spicy Page

Sports Blog

Sports Directory Blog

Starting Point
**Bonus #3 - RSS & Ping Submission Sites**

- 4 Guys Formula
- 9 Rules
- Ana Tech
- Automotive Directory
- Blo.gs
- Blog A Rama
- Blog Digger
- Blog Search Engine
- Chordata
- Feed 4 All
- Feed Burner
- Feed Cat
- Feed Listing
- Feed Mailer
- Feed Plex
- Feed See
- Feed Shark
- Feedage
- FeedAgg
Feedgy
Feeds 2 Read
Gabbr
Globe of Blogs
Golden Feed
Ice Rocket – add blog too
Its My News
Jordo Media
Keegy
Leigh RSS
Med Worm
Million RSS
ooBdoo Network
Ping O Matic
Plazoo
RDF Ticker
Read a Blog
Red Tram
RSS Buffet
RSS Chomp
RSS Directory
RSS Feed Directory
RSS Feeds
RSS Micro
RSS Motron
RSS Mountain
RSS Root
RSS Stop
RSSFeeds
Rub Hub
Solar Warp
Source Forge
Twiggly
Xmeta
**BONUS #4 - BLOG SUBMISSION SITES**

- AB Blog
- All For Blog
- All Top
- Best of the Web Blogs
- BL Logs
- Blog AZ
- Blog Bunch
- Blog Collector
- Blog Digger
- Blog Dir
- Blog Dire
- Blog Directory
- Blog Directory Submission
- Blog Directory WS
- Blog Dirs
- Blog Explosion
- Blog Hints
- Blog Intro
- Blog Listing
- Blog Popular
- Blog Pulse
Blog Rate
Blog Roll
Blog Search Engine
Blog Top List
Blog Universe
Blogappedia
Blogged
Blogger HQ
Blogging List
Blogo Wogo
Blogoculars
Blogotion
Blogs
Blogs Canada
Blogs Collection
Blogs Ranker
Blogs Rater
Blogs That Follow
Blogville
BlogZ
British Blog
Buzzer Hut
Ckalari
Conseillemo
Crayon
Delightful Blogs
Demand Media
Directory Blogs
Droool
Eze
Flookie
Fuel My Blog
Get Blogs
Globe of Blogs
Google Blog Search
Grokodile
LS Blogs
My Blog 2u
My Blog Directory
My Blogs
NYC Bloggers
OnTop List
Photarium
Photo Blog Directory
Planet USA
Quick Blog Directory
Regator
Swoogle
Total Blog Directory
URLZ
Web World
Webloogle
**Bonus #5 - SEO Add-Ons For Firefox Browser**

- Fire Bug
- Foxy SEO Tool
- Google Enhancer
- Moz Toolbar
- Rank Checker
- Sen SEO
- SEO Doctor
- SEO for Firefox
- SEO Link Analysis
- SEO Quake
- SEO Toolbar
- Swoosty SEO Tools
**Bonus #6 - FREE SEO Software**

Alexa Rank Checker

**SEO Power Suite** – has free version

**SEO Surf**

**Serp Attacks**

**Traffic Travis**
**Bonus #7 - Traffic Measurement Sites**

Guess what? Traffic can effect SEO! You need to track traffic so you know if your SEO is effective, what your bounce rate is and where your traffic comes from. All useful SEO facts!

- **Awstats** – already installed on many hosting sites
- **Google Analytics**
- **Google Website Optimizer**
- **Piwik**
- **Site Meter** – free and paid options
- **Stat Counter**
- **Webalizer**
- **Woopra**
**Bonus #8 - Miscellaneous SEO Research Tools**

Alexa

Archive

Backlink Analyzer with Page Rank

Backlink Checker

Backlink Report

Bing Webmaster Tools

Compete – free and paid versions

Domain Tools

Find Broken Links

Free Backlink Checker

Google Search Insights

Google Traffic Estimator

Google Trends

Google Trends for Websites

Google Webmaster Services

Index Rank

Keyword Research Gadget

Link Analysis Gadget

Majestic SEO
Open Site Explorer

Search Status

SEO Logs – check how difficult your keyword will be to rank for

Spy Fu

Trend Reports

Xinu

Yahoo Clues
**Bonus# 9 - Miscellaneous Backlink Tools**

- Back Links Builder
- Free Back Link Tool
- Search Optimization School
- Social Monkee
- Yahoo Site Explorer
**Bonus #10 - PAID SEO Services**

- Buzz Stream
- Hit Wise
- Lotus Jump
- SEO Book Training
- SEO Clarity
- SEO Moz

Thanks and I hope you find these resources helpful

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