

Marketing On The Fringe

Bill McRea

Generating Unlimited Traffic! Does MOTF Achieve This?

Well that's a question! Bill McRea's Marketing On The Fringe probably comes pretty close! What you have here is a set of 28 training videos – plus webinar content for



Gold Members – that teaches you a number of traffic generating techniques centred around the concept of 'Traffic Hubs'. I purchased MOTF around February this year and have used some of the techniques to good success, but largely due to my own slackness, have not produced a 'Hub' myself. Just to make myself clear!

So what's in MOTF? A lot. Before the course begins proper you are supplied with training videos on 'Newbie Basics' – how to set up a domain name, FTP, cpanel, changing DNS etc. These videos are not produced by Bill but are good anyway and very useful if you struggle with these essential skills. These videos – and the 'Wordpress Basics' set – are all available for download.

When you get into the course proper you can click on tabs in the Members area that gives you one video on a set topic. As you work through sequentially each video builds on the next. Each video deals with the theory first and then shows you 'how to'. There is also a 'Lesson Plan' that you are able to use to follow each video more effectively.

The course is designed to help you set up what Bill calls 'Automated Traffic Hubs'. These are central sites (affiliate or your own product) that have a number of 'sister' sites pointing and driving traffic toward. Each site is specifically set up to point to the main site and developed in such a way that traffic becomes automated as much as possible. So let's have a look inside each part of the course.

Bill claims that even if you get through the first 9 videos you will have an excellent understanding of how to generate unlimited traffic to your main site. MOTF uses blogs – and specifically Wordpress – as the main vehicle. Primarily because the on-page SEO for blogs is easy and plugins make it extremely effective.

Now, there is something that worried me early about the 'automated' system. That is, if you automate too much you can be penalized by Google and even de-registered. Thankfully, Bill is aware of this and throughout the course he explains ways to automate without being too obvious – if you see what I mean.

It also puzzled me that to 'automate' blogs is problematic – without genuine quality content it does not matter how many people come to your site. People will not be interested in repetitive crap and will not subscribe or purchase from a blog they don't trust. 'Blog Farms' are mostly, thankfully, a thing of the past. So how does Bill generate lots of genuine quality content that is automated?

Bill's answer is through **Wordpress Direct**. If you are not familiar with Wordpress Direct then I'd really recommend you check their service out <http://www.downunderaffiliate.com.au/WDirect>. What this does is generate sites quickly that automates content, without running into trouble from the likes of Google. Bill talks through how to use Wordpress Direct and build the all important backlinks to your main site. Quite sensibly, Bill still recommends adding some original content.

Speaking of backlinking – videos 3, 4 and 5 provides an overview of backlinking, examples of backlinking and how to apply backlinking tactics. He does mention the common tactics of articles, press releases and 3rd party exchanges. Some of his tips here are very useful – like avoiding buying text links or two way link exchanges. Bill recommends a service called Neurolinker and shows you how to use this service to generate matched backlinks.

Videos 6 and 7 deal with social bookmarking as this does drive traffic to any site. There is not a lot of new stuff but he does use something called Auto Social Poster. The advantage of this site is that it is automated but not repetitive – meaning it will not look like an automated service. I have since used this to good effect.

MOTF also looks in some detail at social networking – something Bill is very familiar with as he also has a couple of highly successful Twitter programs out there. So it is not surprising that this gets a lot of attention. If you want to get your head around the power of social networking then MOTF is a great way to start. Bill knows about this stuff, no doubt about it.

Other topics include video traffic, CPA marketing, using data-feed sites, advanced linking, nested parasites (meaning feeder sites such as Squidoo lens, Hubpages etc), pay per click, setting up blog clusters and picking affiliate products. There is a lot of information here and, at times, Bill forgets that he is an expert in these areas and not all users are. I had to replay parts several times and look up some of the terminology used that did not have clear explanations. But, there is so much here that you will undoubtedly pick up some excellent techniques.

New videos are added to the members area. For example, Bill offers a free 30 minute consultation with him and, as a result, has added videos on FTP and adapting themes. You need latest version of Flash from Adobe to play the videos.

Summary

So my overall assessment. There is a lot of information here from an experienced marketer. The video are easy to follow but there is, at times, an assumption of prior learning. If you follow even some of the basic techniques described in MOTF you will generate traffic to your site. The tools that are recommended and demonstrated are very useful, regardless of your niche. For \$97.00 I would say it is very good value – cheap courses get you cheap content and there is stuff in this you will not see everywhere. Bill is also only selling 500 copies of the course so if you are interested I would act quickly.

Vital Statistics

Name:	Marketing On The Fringe
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The image shows a screenshot of the 'Marketing On the Fringe' course interface. At the top, there is a banner with the title 'Marketing On the FRINGE' in large, stylized yellow and white letters. Below the banner is a navigation menu with buttons for 'Home', 'Profile', 'Downloads', 'Help Desk', and 'Logout'. The main content area displays a grid of 22 numbered course modules, including 'Newbie Basics', 'WordPress Basics', 'Automation', 'Automation Demo', 'Back Link Overview', 'Example Backlinks', 'Demo Backlinking', 'Social Bookmarking', 'Demo of Bookmarking', 'Social Networking', 'Socialize Your Blog', 'Web 2.0 Backlinks', 'Video Traffic', 'CPA Marketing', 'DataFeedR Sites', 'Advanced Linking', 'Advance Web 2.0', 'Nested Parasites', 'Blog Cluster', 'Automated Blog Farms', 'Tracking Black Hatters', 'Bonus Video 1', 'Bonus Custom Themes', 'Mega Twitter Followers', 'Bonus Keyword Research', 'Pay Per Click', 'Using FTP for Themes', 'Picking Affiliate Offers', 'Webinar 4 - Website Conversions', 'Webinar 6 - Twitter Marketing', 'Resources', 'Wrap Around Hub Theme', 'Services', and 'Special Bonus Reports'. Below the grid, the text 'Welcome to Marketing on The Fringe' is displayed.