



Getting Awesome Results with OwnTheRacecourse

Alright, James Schramko here and this is OTR reloaded. This is addressing the Own The Racecourse a little bit further down the track because it's been going for me for about a year on my case study. And if I look back, even in the last few months, the activity to my own site has been dramatically better. The blue line there represents the current sort of period and the orange line represents just November last year. So, it really is just December and January in between. That 60-day buffer made a huge difference.

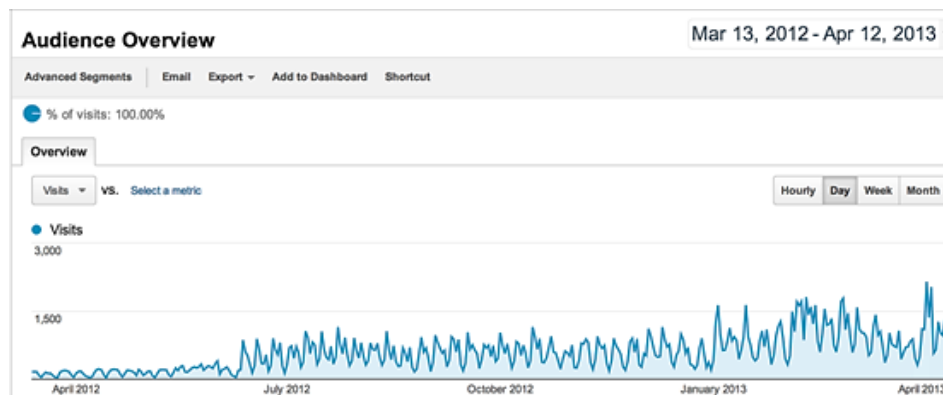
I'm going to cover some of the things that I've done to get these results. It's worth remembering what is OTR. It is the course that I put out that helps you create your own powerful news blog platform for generating more sales, quality leads, increased conversions without being dependent on any single source of traffic. In other words, you build your own asset. And it's been helping me and others and I'll reveal some of the results that other people have been getting as well. If I would summarize it in a sentence, when I explain it to people now, I talk about building your own asset on a website you control that will be around for a long time and have compound advantages for you. That's the vision that I paint for people.

So why should you do OTR? Well, there's certainly going to be challenges and pitfalls so let's address those now.

Challenges and Pitfalls

One is resources. To do it properly, you're going to have to either access some other people or put in a lot of work yourself, or build a team and take responsibility for those wages and to make payments on those team members. In my case, there's about five people involved in my Own The Racecourse production, but we've got a very good routine and it pays well and I'll explain how.

Another pitfall is it's a slow start up phase. You feel like you're doing a lot of work in the beginning and it's like making a fine wine. There's a lot of work plowing the fields, and planting the grapes and tending them. And then you have to harvest them and then put them in the vat and wait. So it's a long time until you see the results. However, when you see the results, it is amazing and it's very hard to replicate instantly. So it does take longer to set up than paid traffic, but it has a really good advantage. It does require energy as well. If you want to be the primary expert with your Own The Racecourse campaign, that is going to require some energy in terms of thinking about your audience and creating the content and getting the stuff out there. But there are huge advantages as well for Own The Racecourse, and I'll cover a couple of those.



Continuous growth

One is it continues to grow. It just keeps getting stronger and stronger if you do it right. It reduces your exposure to loss. If you are unfortunate enough to have all your business built on someone else's platform like Google or YouTube or Facebook, and it gets taken away from you then that could be a big loss. But if it's on your website, then you've got more protection. And it builds authority which increases your conversions and price points and if you happen to be doing the podcasting thing, it'll increase the type of person you can access to do interviews with, for your own learning. And of course you can charge more when you're more of an expert.

Here are some results. Looking at that... October and November period, to that month of November compared to the month of February, I was able to double my pageviews and double my unique pageviews. So I'm getting closer. In fact I have over 70,000 views within a 30-day period but this is just a 28-day month there. So you can see that I have had massive growth in a short time on SuperFastBusiness.com and I think a lot of people who would watch this training would feel that 67 and a half thousand page views a month would give them a shot at making some sales if you're setting it up the way that we're going to talk about in this training.

[Fastwebformula](#) has doubled in that sort of period. It went from 300-odd members to 650 members in the last quarter. And that is a substantial bottomline revenue boost, but also it's evidence that this is getting my name and my exposure out there and bringing people back and helping them find what solutions I have.

My [mastermind](#) is full. I've switched it off for the moment to not accepting new members because anytime I open it up, I only have to subtly mention it within my post. I don't even send a specific email on the last recruitment campaign, and I got five or six really high caliber, like super high caliber, strong six figure, some have made more than seven figure applicants. Really high caliber.

My website that sells websites; sales have doubled. This month actually, we have quadrupled the month before, but traffic to the site's gone up and now conversions have gone up. And our offer is better because people are coming in hot to our website and it's actually making a lot more sales.

My SEO business: both of them, this one and Linkjuice, [SEOPartner](#) and [LinkJuice](#) are still incredibly strong. They are... I mean SEOPartner is a million-dollar-a-year sales business and it's field primarily from [SuperFastBusiness.com](#).

My [BuyWithBonus](#) site has doubled. We sell a lot of things such as [LeadPages](#) and [LeadPlayer](#) and [Office Autopilot](#) off the back of my popular posts on SuperFastBusiness.com and my interviews with experts such as Clay Collins, and it really does drive sales. Anyone who's fortunate enough to be interviewed on SuperFastBusiness.com gets more sales. I know that Peep Laja got some more sales from his conversions interview, and it's a really, really powerful platform.

SuperFastBusiness.com email list has grown substantially. Many days it gets over 50 opt-ins a day and I'm going to show you which opt-ins convert better after my testing.

My podcast listener ship is now over 60,000 per month, combining my podcasts, and I'm putting [Freedom Ocean](#) and [ThinkActGet](#) in the stats because a) I collect all the stats together; and b) I actually promote those podcasts from SuperFastBusiness.com. So it's quite fine to include those numbers. But to give you a picture there, my February totals was 62,268 downloads and that's more than 50,000 unique downloads. And in March already, halfway

through the month, it's definitely on track to exceed the month prior as it has every month, and this is just growing.

So at this point I would say, a good exercise to do, if you have not started your OTR, name your site, probably not with your own name, and write that down right now. Name it and commit to doing this yourself because it's that important. And we're going to move into another section in just a second where I'm going to show you what's underneath the hood of SuperFastBusiness and to show you some of the changes I've made.

Session 2: Under the hood. What's going on on SuperFastBusiness.com and what have I changed since I started? Let's have a look.

I've changed a few plugins. I took away the plugin nRelate. I didn't like the images after the posts and I put the YARPP plugin back. I think YARPP is more accurate and I think that it's better for SEO. It seems to have the option for images these days. So they've obviously upgraded. I like the way that it gives related posts after the post and they seem really relevant, and I'm all about relevancy. I'll show you a couple of other plugins in a minute. So, I've made some big changes to the navigation. I've got a few iterations here which are not the current ones.

On the top I used to have a lot more options and I've reduced them. I've sort of halved those. And if you have a look at the image on the left there, I used to have my brands in the sidebar but now I don't. I now direct people to a product page because I don't expect people to know my brands. Even though my brands are well known in my own community, if someone's come into my site cold, then they have to click on each one to find out what it is. So what I've noticed is this: I used to drive more traffic to my sites because people would click on it. However, I now make more sales even though I get a little bit less traffic to those sites. But I'm only getting people to those sites if it's relevant for them. So that's an interesting observation.

On the right hand side there, I've subdivided my site into categories and now I've actually removed those and I used to have a simple opt-in on the header, and I used to have a search field. Now I really think the search field is important and I really have limited social icons there where people can leave my site to go off to my profiles because in my mind, that's where I want them. I want them on my site but I need to help them find my products so, what have I done?

This is what my navigation looks like now. And I'll just talk you through the main elements. The header bar has the search field because it's easy for people to find what they want and I've connected this to my Google Analytics. So now people looking for things will show up in my analytics and I can now tailor my content to exactly what they're looking for.

I also have added the iTunes icon. I don't mind them going to iTunes in a new window because if they do subscribe there, they're going to get every one of my posts in the audio version.

I've now beefed up my header opt-in to put the 7-Part Business Growth Training Course and I'll talk more about that in a minute. I've put some compelling copy here: Reveals how to increase traffic, Get more sales and build your valuable online asset, Includes daily business tips. And I've put "Get the training course here" in red. I noticed something similar to this on Jake Hower's site the other day. But I can tell you, this is good. It works well. Now because I've written "Includes daily business tips," it's pre-framing the person who's opting in that they will be getting regular communication from me.

Looking just under that, I've changed my News category to Newest Profit-boosting Posts. This is because a lot of my posts are now evergreen tips. So what I've done is I've started doing a tip per video, for some of the videos and I'm making them more evergreen. So there are "how to do this" or "how to do that." And these will last a long time. I mean I can keep referring people to them and I can even search my own site when I want to find them. People will refer to them or perhaps embed them somewhere. But I've still got a play on the word "news." "Newest" is kind of a similar word so it's a bit cheeky but I feel that this is more accurate. I'm hoping that there's more of a value proposition in this. These posts are pre-framed as boosting profit.

On the right hand side, I've got "To make more money, click here to see how we can help you" — that is my products link. And you can see underneath that is a banner, "Get more sales increase conversions." That's another way that people can opt-in. If they didn't like the header, maybe they'll like the sidebar. They are the two things I want people to do. I want them to opt-in or I want them to buy something, and that's why they're the main options I have. Now underneath that, I've added a bit of personality. Because it's not jamesschramko.com, I want to show people who this site is owned by and I've put a little bit of social proof there: Join more than 22,000 subscribers and make more profits. And that "make more profits" links back to a page that's going to do some heavy lifting. So I've put a person's name, I've put a picture there. I'm making it a little more personal. And across the very top of the navigation, you can see there's a lot less options: Home, Products, About and Contact. And I'm going to dig into some of these pages for you.

With the opt-ins, there's five ways people can opt-in on my site. They can opt-in with a scroll box. They can opt-in with the LeadPlayer, they can opt-in with LeadPages, they can opt-in at the end of the post, and they can opt-in on the header. They're the main ones. There is also a Facebook opt-in which is the 6th way but it's kind of not that heavily promoted.

What I've done inside OfficeAutoPilot is I've cloned the smart form and tagged each one with a code that says: Source OTR LeadPlayer, or OTR Free LeadPages. So that I know which one is giving me the best opt-ins and to save you the bother, I'm going to show you which one gets the most opt-ins. But what I did notice is my opt-ins really start to increase in the end of February when I tuned up my opt-ins. You can see that it's consistently much higher. So here are the main opt-ins on my site. There's one, two, three, four. There, yup, so the header bar is

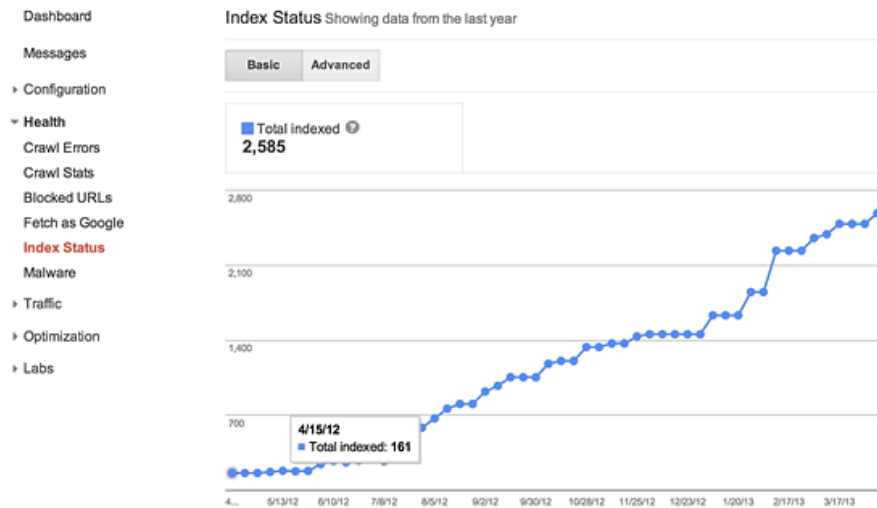
very effective. It's working well now. And if you want to make it fatter and put more bullet points or picture, you can probably even boost that.

The yellow one on the left is a scrolling opt-in that appears when you get a little bit below the fold on the blog. And that is as equally effective as the header. It's a very, very powerful opt-in and that's a free plugin. It's called Dream Glider, Dream Glide... something very similar to that. And it's a very, very good plugin. I recommend you have a look at that.

The LeadPlayer, you should be familiar with, this is, that shows up at the end of the video. Now I could put this halfway through now but I'm pretty happy just to leave it in the end and I still get opt-ins from this every day. So it's working well. It's not getting as many as I used to get when it was the main opt-in because the header and the scroll thing have started stealing the opt-ins from my LeadPlayer. However, I'm still happy with [LeadPlayer](#) because it gives me good control of the YouTube video and I could also put a site-wide message which I definitely plan on using closer to my FastWebFormula Live Event. I'll be putting a site-wide message on every video, making sure that people come to that event. And then the one at the bottom, is a very short punchy opt-in at the end of the post. It grabs a couple but not that many. And you don't have to sell it as hard because someone's just watched the entire video and read the entire post to get to this at the end of the post so they have more context.

And the big daddy is this one. It's the banner in my sidebar and this is where I drive people to the [LeadPages](#) and I love LeadPages. I'm going to show you the one that's converting the best for me. This is the one that's converting the best for me. This is the square template and currently it's running around 35% versus the control which was 25%. So, I'm still running this test but I have... it has not been beaten by the lady looking at the thing with the opt-in on the right. It's just a very simple... free training reveals how to increase traffic, get more sales, own your own asset, enter a valid email, get the training.

This one is a 35% opt-in out of the gate and it's working really well. So this is what you call a dedicated subscribe page or dedicated landing page just to get opt-ins and I've even redirected [OwnTheRacecourse.com](#) directly to this page. So, I'm getting traffic from SuperFastBusiness but also from my URLs that redirect.



Continually adding indexed pages

Now, I'm constantly just getting 30% growth, 30 day on 30 day. I mean, it just keeps growing so it's working really well. Continually adding content. I'll show you the heatmap that helped me decide on navigation. It was pretty clear that people were looking for products. And that's where I focused a lot of my efforts. When they get to the products page, I'll show you what they do. But I will tell you something really interesting: That adding thumbnail pictures on my homepage halved my bounce rate. It literally halved. So if you're just putting text on your homepage, go back and put images and they will half for you. By the way, before you ask. Yes, you can hire us to do these pictures as a package on [SEOPartner.com](#) called the Expert Pack and for a weekly fee, we can embed your media, bullet point, transcribe it and create a custom picture and publish it with the correct description and tags. It's the exact same team who do mine.

What I've done with the comments is I killed the Facebook comments. What?! I killed the Facebook comments. Yeah. And I just let the blog commenting system work. I like the blog commenting system on WordPress. I own the comments. I can moderate every post and the post count's still getting higher. I'm still getting 20-something posts comments on some of these posts. And that comment is SEO value. It stays there. The problems I was having with Facebook, well, apart from being confusing having two commenting systems, people would go back later and stick in a little spam link, soften up my traffic and I hate that. So some little dirty SEO company would come along into my SEO News Update and spam it with an SEO this, SEO that and I have to keep checking them it became frustrating. Now I moderate every comment. I've improved it and it's not going to change later.

Making Videos

I'm making better videos now. So some of the better videos that I've had that were interesting were: "Should you shave?" That one was huge! I had over 300 comments and that was me polarizing my audience so my tip here is connect with your audience in an emotional level and involve them in something that maybe is a drama for you or you're not sure about or if you're getting bullied by someone which I was in this case. Get them to step in and support you. Another one that was really interesting was my [Yoga Minute, the standup desk edition](#). I didn't realize that my audience were interested in health and yoga but it turns out, a lot of my listeners are in that sort of lifestyle design and they want the buyer hacking and the yoga stuff, so they liked it. And the picture of that with me with the trampoline, that was me being instantaneous. That was me out in the backyard after windstorm reporting on the status of my trampoline and what that was doing was just involving people in something on the spot. So I was doing what's called a utilization. I was utilizing things that were going on around me and I went out there and did it with the iPhone and inserted that inside a more serious piece so it was like what we call B-roll, it was a little addition of something or an injection of something from outside like a reporter. People liked that episode. And one of the absolutely best things you can do is to put captions on every video. So I put a caption on every video so that when I give it to the team, they literally made the headline and the same as the caption for the post. And it's clear to someone before they watch the video what they're going to be looking at to see if they should invest the time and I'm never mocking people around using this technique.

So how do I get tips now? I've set up a very good system. My SEO team send me an SEO notes each week which they scour the Internet for and they look at our own results. My web team send me updates each week. My mastermind provides me with enough fuel for my business tips, and FastWebFormula provides me my Internet marketing topics and that's pretty much how it works. And they come to me. So set triggers.

Set a recurring iCal or Google alert if you're not sure how to get information and go on and look at your helpdesk to make sure that you're getting the best information you can. What problems do people have? What do they keep asking you? That's a good starting point.

Now another sure sign that you're doing well is when you have clones. Now, I'm not going to post them here but I can tell you that I've found a number of carbon copies of SuperFastBusiness already. Now, while I teach the ideas around the OwnTheRacecourse, I do have this request. Please, make your site individual. Put your own colors. Put your own offers. You're not making SuperFastBusiness C or SuperFastBusiness Version 2 or whatever. I've already done it. And for our own sake, let's be individual. So make your own customizations. You can get inspired about what I'm talking about here but do it your own way.

Products Page

On the [Products page](#), the treatment there is something I learnt from Peep Laja called the problem solver. And instead of having banners which I used to have when I check my heat maps, I wasn't getting that much activity. I switched it out to a problem solver that helps people figure out what they want to do. Maybe they want to increase their profits. Maybe they need a website, or maybe they need more traffic. Depending on what they selected, they use them into a sub category and now I can move them straight to the website that solves their problem, even to the product page. So it's all about relevance.

About Page

On the [About page](#), I'm doing something cool here. I'm making it About the Customer. I've mistakenly think they were interested in me but of course I was wrong because they don't care about me, they care about themselves. So I introduce me but then I tell them how I can help them. I give them that one hour video from the Ed Dale event that I spoke at. I also direct them to free OwnTheRacecourse which is where they'll be able to opt-in. And you'll see on the right hand side, I'm also more so now running a most popular widget which is a plugin and it's showing posts that are getting a lot of action which it seems to set itself. I don't set these and I want people to dig in to the most popular content.

At the bottom of this page, I then direct them to my products so I send them to the right products and I tell them how they can contact me and also where they can get my iTunes. So it's got calls to action that are going to help the customer and also help me.

One of the biggest things I did was [OwnTheRacecourse](#). Published it for free. I put it out there. I actually put a paid course on my blog for free and this has really really helped. People are talking about OwnTheRacecourse. People are sharing OwnTheRacecourse and they're getting results from OwnTheRacecourse. My big decision was that I could make more money eventually by having more people find me by giving this course away than by charging for it. I might make a thousand bucks a month selling it, or I can make 20 grand a month in services, memberships if people find me and want to buy my higher priced products. So my big tip here is give something away for free that's actually valuable, maybe something you used to charge for, but put it there publicly accessible. The video, the audio, the transcription without even having to opt-in. However, don't leave the introduction on your homepage. Let it get buried once you put more posts. And that way, people will opt-in to get the whole course sent to them and summarized with all the links to each post.

Google Changes

Now, there's been a lot of Google changes as per usual and I've got to tell you it has not affected me at all, and that's the beauty of OwnTheRacecourse. So this is now bulletproofed and tested. I think the stat is I'm getting around 18% of my traffic from Google which is not a big deal. I could lose 18% when my thing grows 30% a month.

Increased Sales

Sales are up. I'm having a great sales month now because people are able to find the product that they're supposed to buy from me. A) they're finding me; and b) I'm helping them find the right solution.

Speaking Invitation

I get speaking invitations now, to speak in different countries and to discuss this. I spoke at Traffic and Conversions in front of 1500 people in the United States. I've been invited to a traffic summit in the U.K. So this is part of the proof that becoming an expert can be accelerated when you put out an expert content.

I'm getting a lot of email replies. This is one metric that is not obvious to the public but I get a lot of people emailing me saying, "Thank you, James, this is inspiring," or "This is amazing!" or "I'm doing this now and I'm getting results!" I'm going to show you some of these. Ezra sent me one today and he said, "OTR is responsible for \$1500 to \$3000 boost to our sales. We were doing a video blog before but when we added the consistency and the proper syndication, we really started to see results. Check out the stats from our weekly emails. Keep in mind we were not sending sales emails so all of this is found revenue. Look at the stats." I mean, Ezra is a tracking machine. He tracks, writes down every campaign because he has a background in paid traffic but he's actually an e-commerce expert. So check it out, he's absolutely cranking with OwnTheRacecourse.

I got an email today from Benjamin Harvey. And he just sent 40 of his high-end clients to my website to download OwnTheRacecourse from a group mentoring session. And he did that because, even though he didn't use an affiliate link and I don't actually have an affiliate program, which is one change I made last year, he just wanted to thank me for the content and he's going to keep sending people there. So this is another example of creating something so good that others who are respectable people with high-level followings will actually share with their people and that's the whole point.

And the final thing is: I got this Tweet, I found this YouTube comment on one of Gary Vaynerchuk's videos where he put up a really, really crap quality video like boring and it was the wrong profile, and it was like really shit. And someone said, "Can you please not upload crappy quality? You're Gary V., for crying out loud." And he says, "I don't care about the

quality. I had a phone handy and I went. I needed to talk about it when I was there.” And the exercise for you is get your first video out if you haven’t done it yet because if Gary V. can put out crappy quality then anyone can.

Desiree Ann posted her first video and she thanked me for showing her the right way to do this business and be... she said I was one of the best mentors out there. Very, very proud of you Desiree Ann. And John Romaine, our donut friend, posted a public acknowledgement on Facebook: This is the result of implementing James Schramko’s OwnTheRacecourse. This was his two-month old site and engagement times are huge and bounce rates quite low. He’s very happy and... look at that, he’s thinking of the long term, “in a few years.” Well John, in a few years, you will be king of the pile. You’ll have a donut franchise for sure.

Empire Flippers which I believe was formerly AdSense Flippers. I gave them my copy of OwnTheRacecourse early on and they are now borrowing my ideas from OwnTheRacecourse and they’ve publicly acknowledged it and they’ve put up a great new site at Empire Flippers, go and check it out, but they are doing it right and they’re going to get results. You can see the themes there that are similar to SuperFastBusiness. They’ve got a good product selector. They’ve got premium content and a podcast. They’ve been podcasting before the OTR, but [OTR](#) helps them configure their blog better. So anyway, I hope this is helpful.

I’m going to answer some questions. By the way, I get asked all the time: James, What would you do if you’re going to start again today? Well the first is, I do what I’m doing now. The second thing is, this is a mock up of a post that I’ve got from one of my other websites and this is pretty much how I would recommend someone goes about setting up. A big, above the fold opt-in. A couple of feature posts. Some testimonials. A personal bio, and then your sidebar widget if you’re going to have any. Pulling people into some related posts or offers and make sure people can click on more to get more stuff. Don’t worry about all the social icons and stuff. Definitely have social sharing at the end of every post. Definitely do that. But this is a nice little wireframe and again, be inspired by it. Please don’t cut and paste it. I’ve already got this one. You go and do your own.

Right on. So, let’s see what we got here. That’s a good question. You know, we can probably make an OTR-themed template. I’ll have a chat with the web team. It’ll have a little difference to Learnstream but it’ll be similar in different colors or whatever. But similar mock up but we’re doing these wireframes for other people.

I helped Victoria Gibson build her marveo.com wireframe. We did a workshop on that and it’s a beautiful site. If you want to check out a similar one, thinktraffic.net. It’s a very good looking site and also I liked Derek Halpern’s socialtriggers.com and I’ve done a blogging course with him so I will acknowledge that his Superpower Solution was on my mind when I released OwnTheRacecourse, although I already planned to do it. It was confirmation for me that it’s a good thing to do. And I also like Marie Forleo’s site. I think it’s a really good professional looking site that you can go and have a look at as well. So I made a commitment to pay for

conversions experts to look at the other sites that I think you're doing a good job. And then I went and took my own approach and that's what I encourage you to do. Mine should be one of the ones you look at but go and see what else is in your industry.

Questions

So I'm just answering questions now. What about daily inspiration for articles? Well, set Google alerts for your industry. See what's happening in your market. Find an RSS feed that you like to follow. What are you... what do people keep asking you? Or what if you go and have a beer with someone in a business context, what things do you smile about when you talk about?

Yeah, traffic growth has been awesome.

Have I had to increase my video bandwidth for my free videos? No, because they're on YouTube so I don't care about it. If you mean my personal time to make videos, I've probably reduced it. I have a 2 terabyte hard drive with at least 50 videos on there that I already recorded and I can pop out anytime. In fact today's post on my site was recorded probably months ago. I just couldn't be bothered to make a video today because I was driving around a lot and I just pulled out an old one and it took me three or four minutes to edit. So you can build a stock pile.

What changes are next? Wouldn't you like to know. I know what's happening next. My main thing is, I'm going to keep working on the quality of the content so I've been putting a lot of podcasts. Podcasts get at least twice of the listeners. They're very popular and I'm going to go on hunt some big podcast guests that is going to amp it up so I've put in a request for three people who I think would be good for my audience. I'm always obsessed about my audience. I don't care about what I want to learn. I care about what my audience needs to learn even if I think I already know some of it. I'll let them hear from someone else to break it up. But I'm really focusing on the quality of the content because I've got frequency, I've got consistency and I'm going to make sure that. Oh, one other thing I'm going to do is I'm going to keep tuning my subscription options. The weekly news digest is very popular. I may default people to weekly and have them opt-in for more frequency instead of having them getting a high frequency and having to opt back out to weekly so I'm not sure what will happen there. But I'm also going to go now and apply all of the conversion things I've learnt on SuperFastBusiness across to my other core websites.

One other thing I didn't mention was, I rolled up all my front-end sites. Trafficgrab.com, contentassault.com, authorityleverage.com, wealthification.com. If you were to type any of those in, you'll now land on a dedicated post on SuperFastBusiness.com that pre sells FastWebFormula and that has been a great move.

I'm still selling a lot of [FastWebFormula](#). I'm harnessing the energy that I put out there with my old sites and we now curate my SuperFastBusiness posts to around three sites. Usually two

category related sites. The traffic posts go to SEOPartner and LinkJuice. The business posts go to Wealthification. So the SuperFastBusiness post will be syndicated to SilverCircle.com and FastWebFormula.com and the web news will go to [ATLWeb.com](#) and [VREDirect.com](#). And that's the main syndication that we do. So we've tightened up our syndication but it's really good quality.

Do I recommend USA or Aussie web hosting for Australian businesses for optimal Google ranking? The optimal Google ranking and Australian host should be better but it's not as important as the domain which is very important so I'm still using dedicated service with HostGator and I'm more than happy with them.

The Learnstream example at the moment is just the skin. It's just a PSD mock up but I don't think we've coded it yet.

How do I handle segmentations in my opt-ins? At the moment if they opt-in on the main site, they're going to get everything. If they opt-in on [LinkJuice](#) or [SEOPartner](#), they will just get traffic news. If they opt-in on ATLWeb or VREDirect, they will just get Web news. If they opt-in with BuywithBonus, they will get review news. If they opt-in on SilverCircle or FastWebFormula, they'll just get the business news. So that's... the important thing to notice is my satellite sites are still standing up on their own but SuperFastBusiness is by far their biggest referral of traffic. So because we curate my post, they're still getting love of their own but SuperFastBusiness is a huge boost for them.

When people opt-in for SuperFastBusiness.com, I know which opt-in they used because I track it and then I can see the groups. But I can tell you the header and the scroll thing is the best.

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