askHowie **Traffic Tuesday Coaching with Howie Jacobson, PhD**
**17 November 2009**

Traffic Tuesday is sponsored by the Ring of Fire online marketing coaching club

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"If you find Traffic Tuesday valuable, and you want to tap into that level of guidance and support any day of the week, there's no better online value than the Ring of Fire." – Howie, if I say so myself.

**Agenda (assuming the question-askers are on the call)**

1. The best way to do Geo-targeting on search campaigns

2. Conversion tactics for local search marketing

3. Website critique: www.shepherdswatch.com

4. Plummeting quality score issue

5. Landing page evaluation: http:// www.artcreel.com/Lflyfishingart1.htm

   Ad:

   Fly Fishing Art Prints
   45 Trout Prints.
   25 Prints of Anglers on the Water
   ArtCreel.com

6. Website critique: www.loan-mitigation-services.com

7. How to use the content network

8. Keyword challenge: "security alarm" and "customer retention"

9. Panic over new FTC testimonial guidelines?

10. Coaching for http://www.raspberrybee.com - impulse buy, modest traffic from searched keywords

11. Website critique: www.mortgage-monster.com/indexd.html

12. What to do with keywords with zero impressions?

13. Coaching: new business, new website, new product

14. Coaching: increase conversion rate for www.henrysavalanchetalk.com

15. How can an e-mail or letter to a prospectous customer drive them to your web site?

16. Putting together reports to help with campaign optimization

17. Website critique: http://www.logomotiveonline.com