

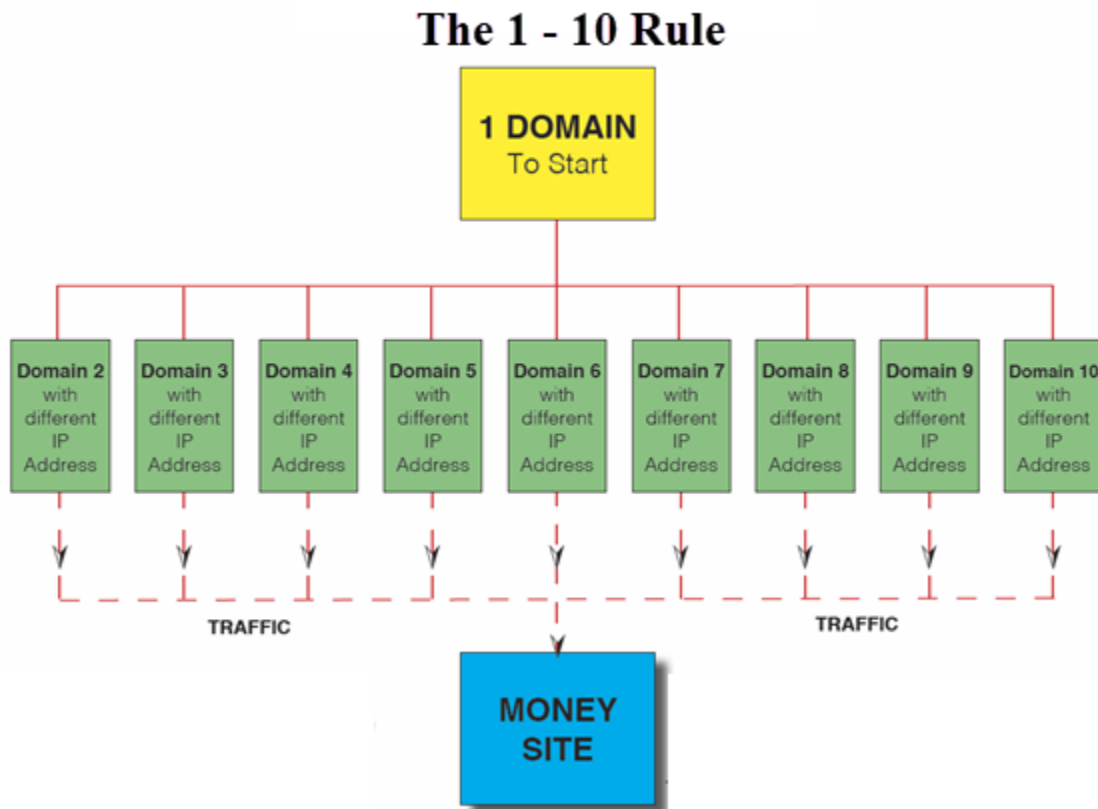
OTP EVOLVED



OTP Evolved Step-by-Step Guide

The Strategy:

“The strategy behind Organic Traffic Platform is to create Traffic Networks. The simple definition of a Traffic Network is 10 + sites pointing at your offer. Many people are putting 6-8 campaigns on one site. A campaign can be any size dependent on the design that you have in mind. So yes, your sites will be massive and the network 10 times larger. But this is MASS marketing. Leave no stone unturned.” -- **Doug Page**



What you need:

10 domain names ([NameSilo.Com](https://www.namesilo.com) gives you cheap domains with free privacy, a \$9 savings over GoDaddy)

10 hosting accounts with different IP addresses. [Hosixy.Com](https://www.hosixy.com) does this for you if you tell them you are a Locustware customer.

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What you need to start:

- ⇒ 10 domains ([NameSilo](#) and [Namecheap](#) offer Free whois privacy forever)
- ⇒ 10 hosting accounts, spread across many IP addresses. The Locustware team recommends [Hosixy](#) because they know what we are doing and if you tell them you are part of Locustware they will assign a different IP to each one of your hosting packages.
- ⇒ A good-sized pile of long-tail keywords that will be used for titles. You have many tools in your Locustware control panel to get as many keywords as you need.
- ⇒ 10 or so Main Keywords, no more than 20. Use the highest search volume ones.

Each campaign/project will have:	4 keywords	1 language	Titles (long tail keywords)
Campaign/Project 1	Keywords 1-4	English	
Campaign/Project 2	Keywords 2-5	French	
Campaign/Project 3	Keywords 3-6	German	
Campaign/Project 4	Keywords 4-7	Chinese	FYI
Campaign/Project 5	Keywords 5-8	Spanish	500 titles (Double) = 250,500 pages
Campaign/Project 6	Keywords 6-9	Portuguese	OTP Evolved will split
Campaign/Project 7	Keywords 7-10	Indonesian	the sitemaps to comply
Campaign/Project 8	Keywords 8-11	Japanese	with Google's limit
Campaign/Project 9	Keywords 9-12	Danish	
Campaign/Project 10	Keywords 10-13	Russian	
Campaign/Project 11	Keywords 11-14	Korean	
Campaign/Project 12	Keywords 12-15	Swedish	

*****Using different languages is totally optional.
You can do all the campaigns in the same language.*****

Tip for not losing your mind when creating that number of campaigns for 12 sites:

- ⇒ Use Excel, Word or your favorite tool to keep track of what you are doing and what has been done.

IMPORTANT

Do **NOT** use spaces or punctuation in any of the fields or in the name of the image you want to use.

Indexing Tips:

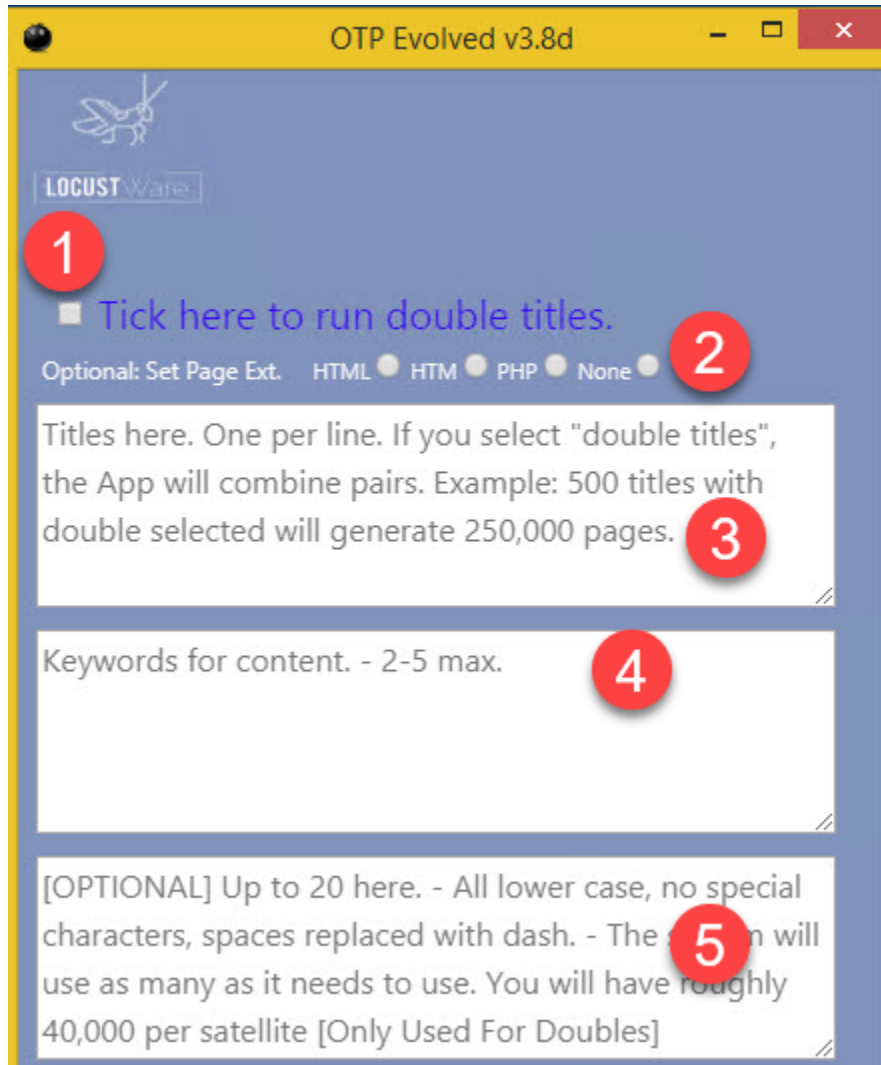
- a) Create a short video and put the sitemap link in the video description;
- b) Submit some links from the sitemap.txt to indexing services.

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About the Organic Traffic Platform (OTP)

An OTP site is one that gets generated on demand rather than in advance. In other words, no pages actually exist until a human or a web crawler (spider) attempt to visit the page via direct url or sitemap. At that time the target page is created and becomes a static page in your traffic platform.

The Interface – Part 1



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In Detail

1	Single Double Titles	<p>Let's start with an example. If you put in 500 titles in the Titles text area (#3 in the image above), you will have 500 single titles or 250,500 double titles.</p> <p>If you leave the box unchecked, then your site will be built with 500 pages.</p> <p>If you check the box, then your site will be built with 250,500 pages (500*500 + 500).</p> <p>Click on the "Calculate Pages" button in the lower section of the interface to know how many titles you will have.</p> <p>Example titles my dog has fleas my dog is brown my dog flies</p> <p>If you leave the box unchecked then 3 pages would be created, one for each title.</p> <p>my dog has fleas my dog is brown my dog flies</p> <p>If you check the box, then 9 pages would be created.</p> <p>my dog has fleas my dog is brown my dog has fleas my dog flies my dog is brown my dog has fleas my dog is brown my dog flies my dog flies my dog has fleas my dog flies my dog is brown</p> <p>With Locustware OTP Evolved, it is completely safe to build out massive sites like this because a special set of sitemaps is made for any project having over 40,000 pages that keeps you search-engine compliant!</p>
2	Page Extension Options	<p>You have 4 options... html, htm, php, none</p> <p>Each of these options are really just creating html pages, but some people believe that different page extension types tend to get indexed in search engines differently.</p> <p>This feature allows you to quickly and easily find out on your own!</p> <p>Example: Say I created a project using .html</p>

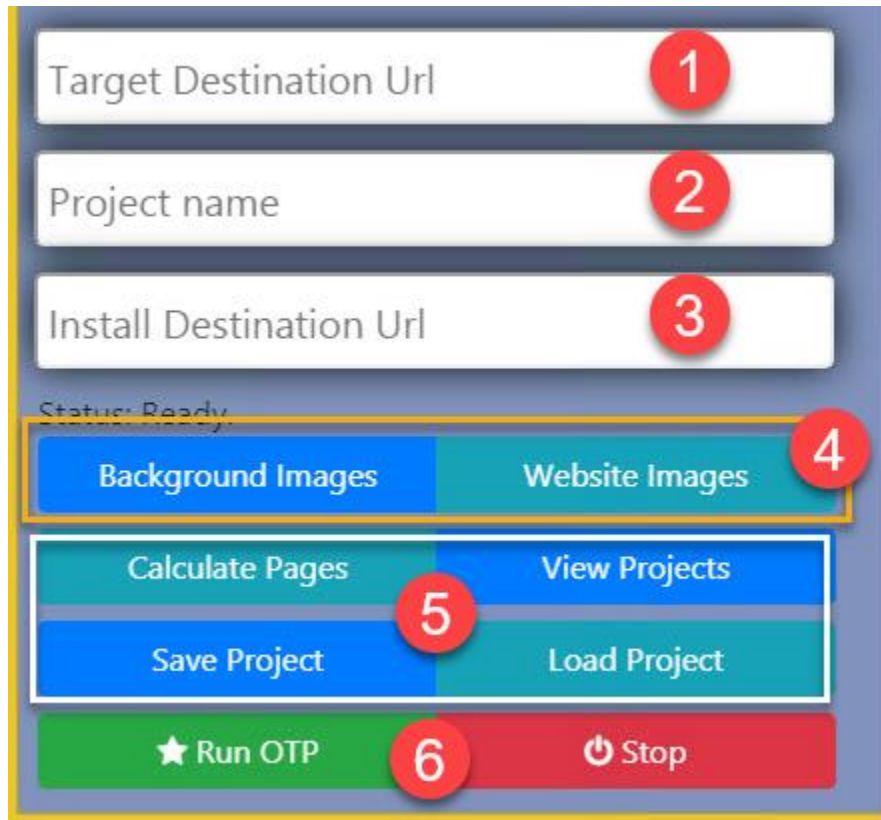
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		<p>Now, I can create the exact project in each of the other 3 extensions (using existing content on the 3 other projects to keep creation time minimal) so now I have the same project using 4 different extensions.</p> <p>So, I upload each one into root or subdirectories (folders) on the same or different domains, and see which gets indexed faster/deeper/better!</p> <p>The None option will create an html page without a file extension to give it more of a wordpress blog feel.</p>
3	Titles	<p>The data you enter here will be used as titles in the pages that will be created by OTP Evolved.</p> <p>It is best to use long tail keywords here... Longtail is the type of keyword results that almost all keyword tools provide. Remember, these are being used as page titles and not as keywords.</p> <p>You do not need to spend a lot of time or do a lot of filtering on this... As long as the data you enter is related to your end goal in some way, then that is good enough.</p> <p>For example, if I am selling proxy software and one of my titles is: "What are proxies", it is fine, because it is related in some way to proxies.</p>
4	Keywords for content	<p>You only want to use a maximum of 2-5 keywords here.</p> <p>The content pulled from the keywords you enter here needs to be very tight and relevant, so use short tail keywords.</p> <p>For example, if I am promoting a software program that finds free proxies for the user, I might use the following keywords: Free Proxies U.S. Proxies Private Proxies</p> <p>Of, if I am promoting a stealth camera from amazon, I might use keywords like: Hidden camera Nany cam Video cameras</p> <p>This is how you get really tight content that the search engines will love.</p>

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5	Satellites	<p>OTP Evolved can create up to 20 additional 2nd tier folders that are complete clones of the original.</p> <p>This is an advanced topic. Please check out the OTP Training for further discussion on the use of this feature as it's beyond the scope of this guide.</p>
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The Interface – Part 2



In Detail

1	Target Destination Url	<p>This is the url that you eventually want your visitor to land on. You can use your affiliate link here, a lead capture link, a link to a video, or anything else that you want your visitor to see that provides the opportunity for their visit to benefit you in some way.</p>
2	Project name	<p>The software uses this as an identifier so that you can easily reload previous campaigns for the purposes of running them again, modifying them, or to simply refresh your memory.</p>

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3	Install Destination Url	<p>This is a link/url to your own web hosting account where you plan to upload your new OTP Evolved site.</p> <p>You can load your OTP Evolved project on your root domain, in sub.folders, or both.</p> <p>For example: If I am promoting OTP, and I bought/own the domain name: otpphantom.com</p> <p>Then I will do multiple campaigns and put them in the root directory (http://otpphantom.com) as well as in sub.directories (http://otpphantom.com/freetraffic, http://otpphantom.com/makemoney, http://otpphantom.com/sem, http://otpphantom.com/seo) and so on.</p> <p>So, you simply enter the url in that field where you will be uploading your files once the software finishes building them for you.</p>
4	Background and Website Images	<p>These will be used for the website built under the overlay.</p> <p>TIP: Use Multi-Vid Commander, available in your Locustware control panel, to rename your images and stuff your image metadata with your keywords.</p>
5	Calculate Pages	<p>As mentioned above, Calculate Pages will tell you how many pages will be created based on your selection (Single or Double Titles).</p>
	View Projects	<p>Clicking this button will open a window with two choices: Verify or View a project</p> <p>If you click on Verify, a new window with all your projects will appear. After clicking on one of the projects, OTP Evolved will test the project to make sure all the information required has been provided.</p> <p>If you click on View, you will be directed to the project folder:</p> <ol style="list-style-type: none"> 1- You see all of your existing projects. 2- You see the 'path' to those projects... This is handy in cases where you want to change/modify your 'rawcontent.txt' file.
	Save Project	<p>This saves the data that you have set on-screen.</p> <p>Note: Any time you make any changes on-screen, you need to "save" and then you need to "Load Project" just to make sure that your data saved as expected.</p>
	Load Project	<p>Displays a list of all of your existing projects so that you can select one to work with.</p>

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		<p>Here's a neat hack... Instead of creating every project new and fresh, you could load an existing project, make changes to it, and then save it using a new/different project name. This way your project creation time is greatly reduced.</p> <p>Just remember to save/reload the new project before you try to run it!</p>
6	Run OTP	<p>This is the "Start" button. Once clicked, it begins the process of creating your OTP Evolved site!</p> <p>You can follow the process by looking at the messages on the right of Status: (located just over the blue Background Images button).</p>
	Stop	Will do exactly that! Stop your run.
	Special Information	<p>A series of little things that may or may not matter to you.</p> <p>NOTICE: Messing with code can break things, so only do it if you know how or are willing to destroy your site. Support is not provided for this sort of advanced script 'hacking'</p> <p>1- A "legal" page is automatically generated with your site so that you are search engine compliant... While the legal page itself is pretty solid, it is not using your exact or correct information for places where contact information is required. The search engine will not know this, so it is all good from that perspective, but if you want to have actual valid contact information in it, you'll need to either modify the page content yourself, or replace it with your own legal page and just be sure to rename your new page "legal" so that you do not break your sitemaps. (Be Careful!)</p> <p>2- If you need to put some code into the header of all of your pages, you'll want to modify the head.php page. (Be Careful!)</p> <p>3- There is a file named "your-project-name.php" This file is a redirect script that sends the visitor on to your Target Destination Url (your money page).</p> <p>You can modify this script by changing the target destination url contained within it. (your destination url is listed twice in this file, you will need to change them both to your new desired final destination url. Save it, and now when visitors land on your pages, they will be taken to the new url that you entered into the script. (Be Careful!)</p> <p>**ADVANCED**</p> <p>If you understand rotator scripts, you can actually use that same script/file to split your traffic (rotate) between two different urls.</p>

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		This allows you to spread out your traffic to determine which offer is converting better for you. The script is set by default to do a 50/50 split on your traffic, but you can change that to any number you want as long as both numbers combined equal exactly 100. (Be Careful!)
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After the Project is Done

Once the project is done, a confirmation window will appear.

All you have to do is drag/drop the files from the 'upload' folder into your webhosting account

Now do some indexing to get things started!

As always, hope this helps!

Nat Lafleur