

Traffic Blazer®

Most Web site traffic and online purchases come from search engines like Google®, Yahoo!®, and MSN®. Get your share of Internet business with Traffic Blazer®. Promote your business online, increase your online visibility and make money on the Internet...in a few simple steps. No technical expertise is necessary. If you can type and click, you can use Traffic Blazer®.



What is Traffic Blazer®?

Traffic Blazer® is a service designed to generate traffic to your Web site by helping you prepare, analyze, optimize, and submit your Web page(s) to key Internet search engines and directories.

According to the Georgia Institute of Technology, 85% of Web users reach their destination through Internet search engines and directories, while research from Jupiter Media Metrix shows that 70% of all online purchases originate from a search-engine search. This means that — despite more than 400 million Web searches every day — Web pages that are not listed with leading search engines and directories will only be visited by a select few Internet users.

Given the influence and reach of search engines and directories, search engine optimization and search engine submission are key ingredients in successful online marketing. Traffic Blazer® provides you with all the tools you need to launch and maintain a successful online presence.

Traffic Blazer® Deluxe and Traffic Blazer® Premium include everything you need to promote your online business and create Web-wide awareness:

- Traffic Blazer® Deluxe adds Express Email Marketing® at special savings. Now you can create and send professional-quality newsletters, announcements, event notifications and more, the spam-free and legal way.
- Traffic Blazer® Premium includes everything above, plus 12 months of Traffic Facts. Traffic Facts helps you gather, manipulate and report make-or-break data that's crucial to your site's success. You can eliminate costly errors that might otherwise go undiscovered. You can focus your offerings. You can also target new customers with a laser-like certainty. Traffic Facts is the powerful, flexible, automated statistical tool you need to gain valuable customer insight - and it's free for 12 months with Traffic Blazer® Premium!

Visit us on the web: www.insightitc.com

Traffic Blazer® Features

Traffic Blazer® makes it a snap to promote your business online, increase your online visibility and make money on the Internet...in four simple steps. It even works with Safari, so Mac users can enjoy the benefits, too. Still not sure? We even included the comprehensive online Traffic Blazer® Help System, offering tips, guidance and detailed tutorials on search engine optimization and the search engine industry.

4 Steps to Success:

- 1** **Search Engine Optimization** - Position your Web site for the best possible ranking with leading search engines. Traffic Blazer's® **keyword** and **site optimization** show you the words and phrases search engine users search for (powered by Yahoo!'s Sponsored Search).

NEW! Improve your site's search engine performance with the latest news and developments from Search Engine Land, delivered directly to the News and Article feeds within Traffic Blazer®.

- 2** **Web Site Analysis** - Traffic Blazer®'s robust analysis (including keyword usage, spiderability, and Robots.txt files and Robots Meta tags) of your site's strengths and potential weaknesses helps you secure crucial search engine success.

NEW! Improved Site Spider increases the performance of the Site and Keyword Analysis tools so you get detailed, site-specific results faster than ever before.

- 3** **Submission** - Easily submit your Web page(s) to leading search engines. Around the world or region-specific, it's up to you. Traffic Blazer® helps you submit your site to more than **200 search engines and directories** in all!

NEW! Target your local audience. Submit your site to local search engine programs like Google® Local, Yahoo!® Local, Live Search (MSN) and Local.com™. * For brick-and-mortar businesses only; not available to online-only businesses. Or use Traffic Blazer® to submit your blog to more than 75 blog search engines and directories.

- 4** **Reporting** - No more wondering about results. Traffic Blazer® is loaded with reports that give you answers, including **Link Popularity** to gauge the crucial number of inbound links to your Web page; **List Checking** to verify that your Web page is listed with the Internet's leading search engines and directories; **Alexa®/Google® Rank** to assess your page's online performance; **Competitor Rank** to compare your site's search engine ranking to that of your competitors; and **Keyword Ranking** to learn your current ranking on AltaVista®, HotBot®, Lycos®, and MSN®.

[Contact us](#) to discuss your Traffic Blazer® requirements.

Visit us on the web: www.insightitc.com