

# Unique Article Wizard (UAW)

## UNSOLICITED CUSTOMER TESTIMONIAL



Hi, my name is Roger Kelley and I've put together this short report to demonstrate for you how the UAW service has changed my life.

I became a member of the Unique Article Wizard (UAW) service in February of 2007. I decided to become a member of the UAW service for one

reason. I needed a way to get traffic to one of my SEO clients' website.

My client is in the business of selling term life insurance. You may or may not know that insurance is one of the toughest markets on the internet.

With the help of the UAW service I have achieved a #1 ranking in MSN for the keyphrase "term life insurance" and the targeted traffic to my client's website has exploded. When the site went to #1 my client cancelled his \$400 a day Google Adwords account and sent me a check. It was an unexpected \$500 bonus.

As you'll learn in the report my client is now paying me \$1000 per month for all the leads I'm getting him. He got 195 leads in June and that's looking like it may double this month (July).

So if you're wanting more targeted traffic to come to your website do yourself a favor and take a few minutes to read this short report. It's a very quick and easy

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read and I guarantee that you will be amazed with how easy this has all worked out for me and I know it can work for you. The facts in this report have changed my life forever. It can and will do the same for you if you will give it a chance!

Before I get into the report I wanted to take a minute to say “thank you” Dr. Noel Swanson for the Unique Article Wizard service. It really has changed my life forever.

Thank you so much for the continued improvements and advancements in the member’s area. I noticed today that there are now over 800 article directories in the submission database.

I’ve been looking for an easier way to rewrite and manage my articles. The new Article Wizard you’ve implemented is the perfect solution.

Also, thank you for putting my affiliate link on all my new and existing articles. I made a sale while I was sleeping last night. This is getting really crazy. It’s as if you’re paying me to use the Unique Article Wizard service. Amazing! Again, thank you soooooooooo much!

## **Chapter One**

In October of 2006 I started looking for ways to get traffic to my websites. After several days of online research I stumbled upon information that introduced me to the concept of “article marketing”. I had heard tidbits here and there about article marketing but this time I discovered a website that had a very impressive video presentation. The video presentation demonstrated the before and after affects that article marketing could have on the amount of targeted traffic I’d be getting to my website.

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This video literally stretched over a thirty day time frame in order to effectively demonstrate exactly the remarkable benefits you can expect from article marketing, mainly that you'll be rewarded with ever-increasing amounts of targeted traffic arriving at your website.

I studied the video very thoroughly. What I saw blew my mind. This guy started out with a brand new website and within thirty days he had over 3,000 websites linking to his website. Yes, over 3,000 backlinks pointing to his website. That means he had a link to his website listed on over 3,000 other websites within thirty days. To me that was nothing short of miraculous.

I was so impressed that I decided to purchase the article marketing "software" that the guy was using to get his results. Of course, he was the author of the "software" so that explains why he would take the time to put together an extremely effective online video to introduce the "software" ... he had developed the video as a presentation to sell his product. It worked!

I ate it up! I never gave it a second thought. I ordered the software. I paid \$379 + S&H for the software and was so excited I couldn't wait until UPS delivered the product to my door.

After about a week of eager anticipation the package finally arrived at my house. Man, I was hyped! I tore into it like it was a Christmas present from Santa himself. I watched all the "how-to" videos and

read all the “how-to” books. I studied everything thoroughly. The whole time I was thinking to myself, finally, I have the answer to getting tons of traffic to my websites.

Also, I had watched the online video before I purchased the software. I had seen the proof. I had seen it in action. I didn’t get ripped off this time. This is the real deal. So I installed the software. I was pumped. I got my first article ready and then “BAM!” I ran into that ever-present brick wall.

Oh no, you mean I’ve got to visit all these article directories ... over 400 article directory websites and sign up for each one before I can use the software, before I can get my article submitted to all these article directories? Bummer, I’ll start on it tomorrow.

## **Chapter Two**

As you might guess, that ever-elusive “tomorrow” never came. I did think about it though. I tried to figure out a way to make it work. If I pushed the envelope I could probably get signed up with 100 of those article directories each day, that would only be four days of my time invested. Uugh!

Let me rethink this, if I worked hard maybe I could get signed up to fifty of those article directories each day, then I could be done in eight days. Blah!

Well, maybe I could do ten signups each day in my spare time. Okay, I'll do that.

So I opened up the program with a commitment in mind to sign up to ten of the article directories each day. Boy, was I in for a surprise. When I opened the article submission program I quickly learned that several of the article directories were no longer in business. Their site had vanished! Poof! They were gone.

Then I decided that it might be wise to click on the "Check For Updates" link in the program to make sure the article submission software was up to date. Cool, much to my surprise there was an update available. I downloaded it, restarted the software and quickly learned that several new article directories had been added to the list.

I was almost glad to see the new article directories that had been added to the database. But wait a minute, I'm thinking. If these article directories shutdown on a regular basis and new ones popup everyday this could become a never-ending maintenance nightmare. I'll always be deleting directories and having to sign up for new ones. Forget that. I'll look for a better, easier solution.

### **Chapter Three**

About a week later I went back to my research. Surely there's got to be a better way. I wanted a quick solution. I thought about it. Then I

went online to search for a better way. A solution that would fit into my no maintenance, low work mentality.

Then I came across another piece of software. It was so cool. It was being advertised as an article creation tool. This program was designed to take one article and spin it into one hundred or one thousand or however many unique versions of the same article I wanted.

I couldn't resist. I knew I had a plan to submit tons of articles. If I could submit a unique article to each of those 400+ article directories that would be ten times or even a hundred times more effective than submitting the same identical article to all those directories.

So I decided to buy this software too. It "only" cost me \$97. I was thinking to myself that this will motivate me to visit those 400+ article directories and create an account for each.

Oh, but wait a minute. After I purchased the article creation software I was redirected to a sales page that introduced me to another "article submission" program. One that does everything the \$379 program does. But this one works in conjunction with the article creation software that I just purchased.

That's right. Paste in an article. Press a button and the program "spins" out 100+ unique versions of the article. Then push another button and all 100+ unique articles will be submitted to those 400+

article directories. This is so cool. So I bought the new article submission software too. There's goes another \$127.00!

Man, I'm hyped again. I've invested over \$600 in software tools but my mind is soothed by the fact that I "know" that within 24 hours I'll be submitting hundreds of unique articles to hundreds of article directories ... all with push button ease!

## **Chapter Four**

I must admit. It never happened. I got sidetracked when one of my friends sent me an ebook entitled "----- ----- ---- ----". This ebook stole my heart. For nearly five years I had been studying everything I could get my hands on in an attempt to learn the secrets behind search engine optimization.

Honestly, up to this point I had failed miserably. I just couldn't get a grasp on SEO. Thankfully, this ebook liberated me within one hour. What I had been searching for finally came into my mind and I instantly had a "perfect" understanding of SEO. I WAS ELATED!

So I decided to test the waters. I printed a flyer advertising my search engine optimization services and hired a neighborhood kid to pass the flyers out to local businesses. Much to my surprise it only took two weeks to get my first client.

Believe it or not my first client was selling “term life insurance” nationwide and he hired me to do search engine optimization for him. I gave him an introductory price of \$99 per month paid annually at \$1,188 in advance.

I asked my client to write me a check for \$1,188. He balked! He offered me a check for \$99. He was skeptical. He didn't believe I could get him leads. I stood my ground ... \$1,188 or it's no deal. We compromised, half up front, the other half payable in thirty days.

On August 1<sup>st</sup>, 2006 he wrote me a check for \$594 with a promise to pay the other half in thirty days. We had an agreement. On September 1<sup>st</sup>, 2006 he sent me another check for \$594. I was paid in full for one year.

My client wanted top rankings in Google. I refused to agree to that. I told him I wasn't promising any top rankings, just more leads. He said he wanted 30 leads a day, if I could get him that he would give me a raise. I said, “Okay. If I don't get you more leads I'll refund your money.” The deal was struck on a verbal agreement.

August came and went, then, September, October, November and December. I managed to improve his rankings but had no real success. I tried everything I could think of with very little success.

Then came January of 2007, February was coming soon. I needed to do something. I had told my client I would refund his money if I didn't

live up to my end of the deal. The truth is I simply didn't want his money if he didn't see a ROI.

Then it hit me ... what about article marketing? What about all that software I had invested in last year? Just the thought of having to spend eight days and probably longer signing up for those article directories was repulsive. I hated the thought of it and I didn't want to do it ... but I was getting desperate.

I decided to write a "term life insurance" related article for my client. I finished it in two days. March 2007 was drawing near. I had been working for my client nearly six months. I felt the pressure to get this article submitted to the article directories. I had to do it and I could only hope that it would bring targeted traffic, i.e., leads to my client's website.

So I opened the article submission software and loaded the article. It was ready to be submitted. I decided to join my first article directory, then another, and another. I joined three article directories and seven minutes were gone.

Man, this is frustrating, so I shut it down. Then I started thinking about it again. It's been nearly six months since I looked for an alternative solution. Maybe there's something new out there to make this entire process quicker and easier.

So I decided to go back to the internet for my research. I had high hopes but really no expectations of finding a solution to my problem. Wait a minute ... what's this? Unique Article Wizard? Let me check this out!

## Chapter Five

The rest, as they say, is history. I joined Unique Article Wizard on March 9<sup>th</sup>, 2007. Two days later on March 11<sup>th</sup>, 2007 I submitted my first article to over 400 article directories using the UAW service. Yes, two days from the time of purchase to my first completed article submission. One day was spent rewriting the article twice, then on the second day it took me about an hour to submit the article to 400 article directories .... Ahhhh, no signing up for each article directory!

Yes, with Unique Article Wizard it took me one hour to accomplish what I never accomplished in six months with over \$600 worth of software. I invested \$37 in Unique Article Wizard and within two days I had accomplished my goal.

Man, you talking about pumped! I was pumped! The whole time I was thinking about that first video presentation I had watched. True, I wasn't using the advertised software but the concept was the same.

Actually, Unique Article Wizard combines every feature that you'll find in those three programs I bought and in addition will do about 90% of the work for you.

Okay, I'm coming out of the closet ... let me say it, "I Love Unique Article Wizard!" No, I'm not crazy. Read the next chapter and you'll find out why I'm so impressed with Unique Article Wizard!

## Chapter Six

Okay, now it's the end of March, 2007. It's been about two weeks since I submitted my first article to Unique Article Wizard. I'm starting to see my article showing up in Google. Everything's looking good!

Then my phone rings. It's my SEO client. He's calling to inform me that he's mailing me a bonus, a check for \$500. He explains that he has discontinued his \$400 a day Google Adwords campaign and he's really pleased with the targeted website traffic and leads I'm getting for him.

He hangs up the phone. I rush to my computer and go to Google, humm, still #50 for his top keyphrase which is "term life insurance. Then I go to MSN, type in "term life insurance" ... without the quotes of course. BAM BABY! My client is ranked #2 for the keyphrase "term life insurance" ... awesome!

Okay, at this point I'm about ready to hyperventilate. I searched for some other insurance-related keyphrases, #2, #3, #4, #19, etc. Now I feel like a rooster and I'm ready to crow!

Okay ... here's the "live" proof. Let's see how many websites are promoting my articles in Google at the time of this writing. Log on to Google and using the quotes type in my three article titles:

"term life insurance understood" = 1,440 at time of writing

"term life insurance verbiage" = 719 at time of writing

"term life insurance wordology" = 761 at time of writing

**Note: That means I have 2,920 websites linking back to my clients website. Another thing, remember, I did the UAW article submission on March 11<sup>th</sup>, 2007. At one point there were over 4,500 sites linking back to us. It does even out over time. Look around, do a little research. You'll find that quality backlinks are far better than quality reciprocal links.**

Those are the titles of the articles that I submitted to the article directories using the UAW service. There's three articles altogether including the original and the two rewrites I did before submission.

I submitted my articles to the article directories using the UAW service on March 11<sup>th</sup>, 2007. My client's website almost immediately shot up to #1 at www.msn.com for the keyphrase "term life insurance". Go ahead. Jump over to MSN and do a search for the keyphrase "term life insurance" but don't use the quotation marks because we both know no one uses the quotes when searching for products or services.

You'll see my client's website [www.lifeterminsurance.net](http://www.lifeterminsurance.net) is listed at #1. Now go back and look at a few of the articles. You'll see that same URL in the resource box and of course you can plainly see my name as the author of the article.

Try several more keyphrases in MSN without the quotation marks:

term life insurance #1

term life insurance quotes #1

term life #5

life insurance quotes #5

term life insurance quote #23

life insurance #21

life term insurance #1

life term insurance quotes #1

life term #2

Okay, we all know that only the top two or three organic listings are getting the traffic. So looking at this we can see that there's room for improvement.

Note: As you're reading this report I'm getting ready to submit just my second insurance-related article using the UAW service. I expect more fantastic results!

Now, let me tell you why I love the UAW service. First and foremost they do about 90% of the work for you. Secondly, the service is

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priced so ridiculously low that it is available to anybody working for minimum wage. Third, IT WORKS!

Fourth ... and I really like this. In April, 2007 my SEO client called me again to let me know that he was sending me another \$500 bonus. Then he gave me another call in May to say he was raising my bonus to \$1,000. In June he called and told me that he will be sending me \$1,000 per month for the long-term ... for as long as he's getting good results!

Oh UAW, how I love thee, let me count the ways ... \$1,000, \$2,000, \$3,000, etc. ... ain't it cool!

Note: By the way, my client is ecstatic! He got 195 leads in June and that looks to be almost doubling for July. He tells me that there's a level where he'll give me another monthly raise. I guess I should login to the UAW service right quick and submit that second insurance-related article huh?

## **Chapter Seven**

What about Google? Well, go to Google and search for "term life insurance" without the quotation marks and you'll find my client's website ... [www.lifeterminsurance.net](http://www.lifeterminsurance.net) ... is ranked at #45 or so.

When I first released the article on March 11<sup>th</sup>, 2007 his website exploded to #15. I just about passed out. I thought the site could

possibly go to page one and get a top three ranking any day now. Unfortunately, it didn't happen. The website just stuck there at #15.

Understand this, I never touched my client's website until June of 2007. I only did it then because his site was stuck at #15 in Google. So I went in and did some stupid things with the metatags and the site vanished from Google.

Finally, when the site didn't come back I figured it would be best to take the time to go in and "perfectly" optimize the metatags, etc. I did that about the second week of June. A week later the site started climbing back up the ranks in Google. It's still climbing almost on a daily basis.

Note: Let me say this, no matter what I've done to the website metatags etc. it has never moved from the #1 position in MSN. It's continued to be listed #1 in MSN for the keyphrase "term life insurance" for five months now ... thank you UAW!

Now that I've got the site "perfectly" optimized for Google it's been slowly climbing in the Google search engine rankings. I'm getting ready to submit my second insurance-related article to the article directories using the UAW service. I'm anticipating a successful outcome ... only time will tell.

Before I close this chapter can I tell you something about Google that you DO NOT know? Honestly, Google is a woman, an extremely

beautiful, wealthy and refined woman. She goes through all the cycles, if you know what I mean.

If you want to please her you have to take it very slow and give her exactly what she wants. If you touch her in the wrong place or displease her in any way she will let you know rather abruptly.

When that happens, back off and go take a walk. When you have settled down come back and start over. Don't worry, Google is your woman and there's not a man a live that can take her from you ... IF ... you take it slow and give her exactly what she wants ... WHEN she wants it!

## **Chapter Eight**

Who is Roger Kelley and what is the qualifier? How about nineteen years of hands-on computer experience; operating a home-based website design company for ten years; surviving the dot.com crash; seven years of constant study of internet marketing strategies that work; and five years of search engine optimization research and over \$10,000 invested in highly-acclaimed "how to" courses, audio, video and DVDs ....

I started my own website design business in November of 1997. I landed my first client in January of 1998. I signed on three or four new clients the first year out. The second year came to a close with seven or eight new clients.

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Starting the third year I landed a big fish right out of the gate and this allowed me to invest in online marketing information that I felt like I needed to sharpen my marketing skills. I invested \$197 in the #1 selling online internet marketing course available at the time.

I was thoroughly ridiculed by my family and friends for “wasting” \$200 on such a scam. Within six months I had thirty new clients, then sixty new clients. It topped out at eighty-five clients before I decided to stop robbing people of their hard-earned cash.

Honestly, it had come to the point where I knew in my heart that those people who were paying me to build websites would never see one red cent ROI. It was simple. It was true.

So I stopped selling websites and started studying search engine optimization. I thought it was a quick fix. A simple problem with a simple, swift solution.

Boy, was I ever wrong. It seemed like search engine optimization was a buried treasure and no one knew where it was. There were hundreds of companies who stood up and waved their “search engine submission” software as the solution to the problem.

I quickly learned it was just another method of robbing folks of their hard earned money. So I packed my bags and set out on a journey

for the truth. Little did I know that the journey would last nearly five years.

Thankfully in early 2005 one of my friends sent me a copy of a free ebook entitled “----- ----- ---- ----” and that free ebook finally removed the veil that had covered the long hidden secrets to the simplicities of search engine optimization.

I immediately started putting my new found knowledge to the test. I was so excited that it worked. I started selling and creating websites again and when the projects were completed my clients had a shiny new website and first page rankings in Google.

It was such a reward for me to show my clients their top ten rankings in Google and I didn't charge them a dime for SEO. It's included as part of the package nowadays.

When I complete a website I know in my heart that it has the best chance possible for success and if my clients will listen to my advice I can teach them how to grow their business beyond failure and beyond their competition.

I will FREELY admit here and now that the UAW service is the foundation of my search engine strategies. However, for my clients that is not good enough.

That's why I am actively enrolled in the Search Engine Workshops "search engine strategies" advanced certification program. These folks stay on top of the search engine wars and they have opened my eyes to the fact that search engine optimization strategies are always evolving.

My ten years of successful online and offline business "adventures" have taught me that if I can help my clients make money and grow their businesses successfully for the long-term then I can live in a comfort zone and I love it!

In closing let me say this ... any business can succeed, thrive and grow beyond your imagination. If your business is "struggling" in any way don't hesitate to contact me.

I do have access to the "magic pill" that I guarantee will solve your problems instantly and for the long-term.

Sincerely,

*Roger Kelley*

Roger Kelley

Totally Satisfied UAW member!

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EMAIL ME TO RECEIVE THE MOST RECENT VERSION  
INCLUDING UPDATES TO MY SEARCH ENGINE RANKINGS