Shortform | Book

1-Page Summary

In _Traffic Secrets_, marketing expert Russell Brunson lays out tips and tricks for driving _traffic_—potential customers—to your online business. He writes that it's not enough to merely establish an online presence—**what matters is making sure the right people see it**: potential clientele who are interested in what you offer and are ready to engage.

Brunson is the co-founder of ClickFunnels, a digital marketing company that's aided thousands in honing their digital strategy. _Traffic Secrets_ is the third in his series detailing his techniques: In _DotCom Secrets_, he introduced sales funnels (a series of repeatable steps that lead potential customers along a journey to a sale), in _Expert Secrets_ he explored funnels in greater detail, and in this third installment (published in 2020), he outlines how to increase traffic into your funnels.

In this guide, we'll outline Brunson's advice for identifying potential customers, enticing them to visit your website, getting them to stay, and securing their purchase. We'll look at his recommendations for using social media platforms, search engines, and affiliate programs to help you. Along the way, we'll supplement his insights with advice from other marketing experts, and we'll explore some principles of psychology that explain why his techniques work.

Find Your Dream Customers

The first step, Brunson writes, is identifying and understanding your dream customers. When you understand what makes your customers tick, you can gain insight into how to best attract them. Then, every ad, post, or content piece you create can effectively connect with your market because you'll be able to directly address their specific problems and offer solutions they'll find valuable—and very likely, you'll be able to do this better than your competitors.

(Shortform note: In _This Is Marketing_, Seth Godin echoes Brunson's emphasis on finding your dream customers, but he calls them your "smallest viable market." Godin explains that by targeting a focused group with specific needs and values, you can create tailored solutions that suit them perfectly—leading to more powerful marketing and a stronger connection to your customers.)

Who Is Your Dream Customer?

According to Brunson, identifying your dream customer isn't just about defining a general demographic. You have to dig deep and understand who your customer really is. What do they value? What challenges do they face? How can you solve their problems or fulfill their needs?

Brunson recommends creating a *customer avatar*: an imaginary yet detailed portrait of your ideal customer that describes their age, interests, spending habits, and frustrations. One way to do this is to examine your own experiences: **Since you likely created your product or service to solve a problem you yourself had, you may have been your dream customer at one point.** If so, think about what you were going through at that time—when you needed a solution like the one you have now. The problems you once had can point you in the right direction now.

(Shortform note: Customer avatars are commonly used by marketers when crafting sales messages, but some experts note that it can be difficult to come up with a multitude of details about an imaginary purchaser. In *The Ultimate Guide to Persuasion*, Bushra Azhar instead recommends you focus just on your prospective customer's "WTF (what the f*ck) moment"—the point where your customer is faced with a problem, feels there's no way out, and desperately needs a solution. Azhar argues that this is the more important aspect of your customer to identify because it will link your market more meaningfully than superficial details like what hobbies they enjoy or what brands of clothing they buy.)

Identify Your Dream Customer's Main Desire

Brunson writes that when assessing your customers, you should start by considering their desires. He argues that when people make purchasing decisions, they're always trying to satisfy one of these three core desires:

- Health
- Wealth
- Relationships

He emphasizes that all products and services meet one of these needs, and within those needs, **people are trying to move *away from pain* and *toward pleasure*.** To properly flesh out your customer avatar and fully understand your customer, you must determine which of these desires they're focusing on.

The Psychology Behind Our Core Desires

Psychologists have long sought to identify and categorize the desires that drive human behavior. In 1943, Abraham Maslow proposed a theory that categorizes human needs into five levels of a <u>hierarchical structure</u>—from bottom to top, they are physiological needs, safety, love and belonging, self-esteem, and self-actualization. The lower-level needs like water and food must be met before higher-level needs like self-actualization (the desire to contribute to something larger than ourselves).

While Brunson's core desires of health, wealth, and relationships are not explicitly mentioned in Maslow's theory, they're related to different levels of Maslow's hierarchy:

Health: This core desire aligns with Maslow's physiological needs—including food, water, and shelter—which are the most basic biological requirements for human survival. Without good health, individuals cannot fulfill higher-level needs.

Wealth: We can associate wealth with Maslow's concept of safety needs. Safety needs encompass financial security, stability, and resources that provide protection from physical and emotional harm. Wealth contributes to meeting these safety needs by ensuring financial stability and a sense of security.

Relationships: Relationships correspond to Maslow's belongingness and love needs, which involve social interactions, intimacy, and connection. They arguably also correspond to the two remaining needs of Maslow's—self-esteem and self-actualization—because both of those needs involve interactions with other people.

Brunson's other theory—that customers make purchases to find pleasure and avoid pain—rests on the "pleasure principle." This term, derived from Sigmund Freud's psychoanalytic theory, refers to <u>our instinctual seeking of pleasure and avoidance of pain</u>, and marketing experts rely on it to frame purchasing offers because it's been shown to be effective.

Brunson writes that if your product or service doesn't fit obviously into one of these categories, or if it fits into more than one, you still have to figure out which one best applies and then focus on that. He uses the example of the razor company Gillette. People he interviewed had trouble identifying which category the company fits into—until they saw its TV ads, which highlight the closeness between a man and a woman made possible by Gillette razors and thus appeal to people's "relationship" desire.

(Shortform note: If your company or product can fit into more than one core desire, as Gillette did, you may have more than one direction you might take your marketing messages. Gillette, for example, might have appealed to the wealth desire by associating a clean-shaven look with powerful people. If you have trouble deciding which direction to go, you might want to <u>test a few marketing messages</u> to see which produce a stronger response by measuring metrics like engagement, conversion, and sales.)

Find Where Your Dream Customer Hangs Out

Once you've identified who your dream customer is and what they want, figure out where they gather online. Brunson notes that the internet has opened up avenues to find your dream customer that didn't exist in past years because it's created spaces where people who share interests can easily find each other without geographical restrictions. **If you can locate shared spaces full of people interested in products or services like yours, you've got an easy target market of potential customers.**

(Shortform note: Though marketers can find willing customers in shared spaces focused on their interests, it's important that customers don't feel marketing messages are overly intrusive. If they feel they're being surveilled, customers may react negatively and avoid a company instead of engaging with it. Thus, while marketers should personalize their messages to some extent, they must also be sure personalization doesn't go too far. This can be a tricky balance to maintain, but it can mean the difference between an engaged market and a repelled market.)

Brunson writes that to find these online groups, figure out which of the following your dream customer visits or follows:

- Websites
- Forums and message boards
- Influencers
- Podcasts
- Email newsletters
- Blogs

Narrow in on Your "Dream 100"

Brunson writes that the next step, after you've figured out where your dream customer hangs out, is **connecting with them both efficiently and effectively:**

- **Efficiently:** Draw in many people's attention at once, so that you get a good return on your time and energy.
- **Effectively:** Come across with authority and credibility, so that people don't ignore you.

To accomplish both goals, Brunson advises that you zero in on what he calls the "Dream 100": influencers who lead the online communities your dream customer frequents. If you can convince those leaders to promote your product to their followers, you'll be able to make far more sales than if you tried to reach those followers yourself.

(Shortform note: In _The Tipping Point,_ Malcolm Gladwell's term for the "Dream 100" is "Connectors." These are people who act as a social glue and create pathways between other people. They're the ones who link us to different networks, introducing us to our next job, project, or social venture. In business, Connectors have the potential to efficiently and effectively spread your message or product due to their extensive social

networks. Moreover, they lend their credibility to your product or idea, making it more likely for people to pay attention, further bolstering Brunson's aims of efficiency and effectiveness.)

Create Your "Funnel"

Brunson then outlines how you can attract your dream customers into your online *sales funnel* and guide them toward purchasing your products or services. He advises crafting valuable offers that resonate with the needs and desires you've identified for your ideal customer, then incorporating them into an easily navigable web page.

Use a "Hook, Story, Offer" Framework

To draw customers into your sales funnel, you need something to pique their interest, something to engage them further, and finally, something to clinch their purchase: what Brunson calls a *hook, story,* and *offer*:

- **Hook:** an image or headline that grabs people's attention. It will be something that will prompt them to stop scrolling their social media feeds and instead click for more information.
- **Story:** a description of something that happened (related to a problem your audience shares) that builds a connection with them.
- **Offer:** the product or service you're offering as a solution to their problem.

The detailed avatars you created earlier will be useful now—they'll guide you in creating a hook, story, and offer that appeal to your particular target market.

> **What Is a Sales Funnel?**
>
> Sales funnels—step-by-step, repeatable processes that businesses use to guide customers toward making a purchase—have been used by marketers since 1898 and are considered <u>the cornerstone of marketing campaigns</u>. They traditionally incorporate <u>four stages</u>:
>
> - **Awareness**: A potential customer comes across a problem and encounters your product.
>
> - **Interest**: Your product engages her attention and she wants to learn more.
>
> - **Desire**: Your product sparks an emotional connection that moves the customer from "liking" to "wanting."
>
> - **Action**: She decides to interact with your company—either downloading a brochure, subscribing to a newsletter, or purchasing your product.
>
> Brunson's three elements of *hook*, *story*, and *offer* align with these stages: His "hook" incorporates both *awareness* (when the customer learns about your product) and *interest* (when their attention is grabbed). His "story" aims to create a personal, emotional connection with your customer (the stage of *desire*), and his "offer" corresponds to the stage of getting the customer to take *action*.
>
> Brunson argues that the success of your business largely depends on how well you build and manage your sales funnel, as it can help you focus on the right prospects and turn those most likely to convert into paying customers.

Create or Find Distribution Channels

After identifying your customer and creating engaging content to attract them, the next step is creating or finding distribution channels through which you can reach your audience. Brunson advises two approaches: building your own list of email addresses and collaborating with others (affiliates) who already have strong networks in place.

Build Your Email List

Brunson writes that the **key to financial success is owning a list of contact information of potential customers**. A list of leads can generate easy revenue—imagine, he explains, emailing 10,000 people to offer a $50 product. If just 1% of them respond (100 people), you might quickly earn $5,000. Brunson emphasizes that this is a far more efficient way to make money than working for an hourly wage—if you earned $50 an hour, you'd have to work 100 hours to earn what your list might have made after you spent just half an hour crafting an email.

(Shortform note: Brunson's idea of using a list to generate revenue builds on traditional *direct marketing*—selling <u>directly to individual consumers</u> instead of through advertising. The technique rose to popularity at the end of the 19th century—Sears, Roebuck & Co. is

widely credited as a pioneer with its regular catalog mailings to customers. The modern method of using emails instead of home addresses boosts reach and speed to your leads, providing access to a global audience instantly as opposed to the limitations of geographical boundaries with physical mail. Instead of waiting for your customers to check their mailbox, you're dropping your offer right into their inbox—direct marketing updated for the digital age.)

Brunson advises you to entice people to give you their email address by offering them something free. He describes three types of free offers he's found effective in convincing people to give them their contact information:

- **Lead magnet:** Something they can download in exchange for their email address. This will often be something informational, like an e-book.
- **Free book:** A physical copy of a book, free except for shipping costs.
- **Webinar:** An online class, if you offer one.

Offering one of these freebies will not only earn you contact information, it can also lead to additional sales—for example, the person who receives the free book or attends the free webinar might then purchase something else from you. But even if it doesn't lead to additional sales immediately, your giveaways help nurture trust between you and your customer and help build your relationship with them.

(Shortform note: In *Permission Marketing*, Seth Godin writes that offering something free allows you to get people's consent to your marketing, which makes potential customers more open to your message. He contrasts this with a more traditional technique of *interruption marketing*, which uses ads to interrupt a customer's focus of attention—for example, by placing ads on a TV show or pop-ups on a website. He writes that freebies, such as those Brunson recommends, incentivize customers to engage with you further and, as Brunson notes, start to build trust. Godin argues that *trust* is the most important factor in gaining new sales, and adds that building trust is a process—one that freebies can kickstart.)

Use Affiliate Programs

In addition to using your own distribution channel—the email list you've created—Brunson recommends you also tap into other people's distribution channels by building a strong *affiliate network*: In every market, there are creators, publishers, and marketers who've built up their distribution channels—email lists, followers on social media sites like Facebook and LinkedIn, subscribers to podcasts, and so on. **You can jump-start your business by engaging the leaders of those distribution channels to tell their followers about your product.** In this way, those leaders become what Brunson calls your "affiliate army."

(Shortform note: The effectiveness of an affiliate network does not solely rely on the size of the distribution channel, but also on the strength of the relationship between the affiliate and their audience. Successful affiliates have a deep connection to their audience and are positioned as part of the "in-group." As Seth Godin explains in *This Is Marketing*,

when such an affiliate recommends a product or a service, their followers, who want to identify with that person because they're part of their group, will pay attention to that message far more readily than they will a message from someone outside the group. This is what makes word-of-mouth marketing so successful, which is essentially what Brunson's affiliate program is aiming for.)

Buy Ads

The simplest way to take advantage of affiliate lists is to purchase ads that the creator sends to their followers. These ads can bring you fast results: Typically within 12-48 hours of the email, you'll see increased traffic on your site. However, Brunson cautions that **these ads typically have a short window of effectiveness** and that your increased traffic will quickly die down. Thus, you should weigh the cost of such ads against the benefits of spending your marketing money elsewhere.

(Shortform note: The decision of whether to spend your marketing budget on short-term ads or on other avenues may depend on the stage of maturity of your company—as your business evolves, so should your spending. In the early stages, invest your budget in building awareness and acquiring customers, which may mean buying ads as Brunson describes. Once established, you should shift your focus—and finances—toward sustaining your existing customer base, so that you devote more attention to retaining customers than attracting them.)

Partner With Creators

Another way to tap into other distribution lists is to partner with those creators to promote your product, and then **pay them a commission for the sales they make for you**. There are advantages to this approach: First, it results in a more sincere and enthusiastic promotion of your product. Second, it takes the financial risk off you—instead of paying for ads and hoping they produce sales, you only pay for sales after they're made.

(Shortform note: Partnering with other creators in this way is called *influencer marketing*, and it's become a popular technique for brands looking to promote their products. Though there are many benefits to the practice, as Brunson notes, marketers should also be aware of some possible pitfalls. If you partner with someone who has a controversial background or who subsequently is engaged in scandals, you risk alienating customers if they then associate you with that person's behavior. You also relinquish some control over how your product is presented, and if the influencer makes false claims about it or presents it in an offensive way, your brand reputation may suffer.)

Train Your Affiliates

You may need to create detailed training programs for your affiliates that show them how best to promote your product. This will address two potential problems:

1. If your affiliate is successful and popular, they tend to be less willing to put effort into your product.
2. If they're newer to the industry, they're typically willing to put in more effort, but they're often less effective because of their lack of experience and contacts.

In either case, a training program that makes your sales process clear and easy will enable them to become more effective in positioning and selling your product.

(Shortform note: In _Launch_, Jeff Walker outlines a similar approach to making things easy for your affiliates. Though he doesn't discuss specific training programs, he advises that you come up with well-tested, easy-to-use marketing messages so that your partners are guaranteed to send their subscribers something that will be valuable to them. Affiliates don't want to bother their followers with low-quality promotions, and they won't want to partner with you again if your campaign is in any way difficult to follow—either for them or for their followers.)

Use the Internet Effectively

Brunson's advice applies mostly to online ventures, and as such, he explores some specific ways you can use the internet as a tool to drum up business. We'll look at two he focuses on: social media sites and search engines (in particular, Google).

Using Social Media Platforms

Brunson explores how you can effectively leverage various social media channels for maximum exposure and to pull more potential customers into your business funnel. He provides a number of recommendations:

- Use a variety of platforms
- Post frequently
- Don't "sell" users at first
- Use call-to-action buttons

Use a Variety of Social Media Channels

Brunson writes that each platform has a different focus and offers different opportunities, so he advises that you **tailor your content to each one so as to take advantage of their unique characteristics and audience**s. By considering each platform's idiosyncrasies, you can create consistently engaging content for your target customers.

He acknowledges that there are many different platforms you can use, but he mentions a few particularly influential ones you shouldn't ignore:

- **Instagram:** an image-based platform ideal for visual storytelling—especially useful for products or services that have visually appealing elements
- **Facebook:** useful for targeted ads that allow business owners to reach potential customers based on likes, interests, and other demographics
- **YouTube:** the second largest search engine after Google, and the only platform where content can grow over time—videos don't fall to the bottom of feeds like in other platforms, but instead can collect more and more views

(Shortform note: Marketing experts agree it's important to diversify your social media platforms, noting that because each targets a different type of user, you'll limit the reach of your messages if you focus on only one. For this reason, different content might perform differently across various platforms—what gets a strong response on Instagram, for example, might not resonate on Facebook or YouTube. Thus it's important to not only try out messages on multiple platforms but also track what does well on each so that you can adjust your marketing strategy accordingly.)

Brunson advises that you aim for consistent branding across all channels you post on: Use the same logos, color schemes, and tones. This will make it easier for your customers to recognize you anywhere online.

Additionally, he encourages **repurposing existing content across different formats**—converting blog posts into podcasts or videos, for instance. This not only extends accessibility but can expose your message to fresh new audiences, ensuring that more streams of traffic head toward your business funnel.

(Shortform note: Consistency of both images and messages, as Brunson recommends, is a key component of creating a strong brand. The trick to branding in the digital age is to balance *consistency* against *variety*—too much consistency makes your brand seem overly curated and artificial, while too much variety risks losing your brand's recognizable personality. Some research suggests that the size of your brand may affect this balance: Smaller brands benefit from consistency because they need to establish a brand association in the minds of consumers, but when larger brands are overly consistent, consumers see them as boring.)

Post Frequently

Brunson advises that you post content frequently on social media because it's only when people see you a number of times that they'll be compelled to investigate you further. He cautions, though, against posting incessantly because that can overwhelm your followers and lead them to tune out or unfollow you.

He also recommends **engaging personally when possible by replying to comments and messages**. This lends a human quality to your brand that potential customers respond well to.

(Shortform note: Brunson's advice taps into the psychology of *repetition* and *recognition*. In *Influence*, Robert B. Cialdini notes that we're more likely to engage with what's familiar, which explains why, when you frequently post, people are more likely to be receptive to your message and even to reply and engage personally. Experts agree with Brunson, though, that there's a fine line: Too much content can become intrusive, causing annoyance rather than appeal. Thus, finding the right balance is key to effectively using social media for engagement.)

Don't "Sell" Until Users Visit Your Website

Brunson compares social media to a party—it's a place to make friends, but not to overtly sell your wares (or you'll be the least popular person at the party).

However, once you've made friends by interacting with people, you can metaphorically invite them over to your "house" (your website) by getting them to click on a link. **Once they've chosen to enter your space, it's appropriate to try to sell them something.**

(Shortform note: The act of clicking a link to head to your "house," or website, echoes Godin's ideas in _Permission Marketing_, where consumers grant you permission to engage with them further. By visiting your space, they indicate they're intrigued and trust you enough to learn more, so that product promotion becomes acceptable. Brunson and Godin both teach that good marketing isn't about hard-selling right out of the gate—it's about embracing a "permission-given" approach, building relationships and establishing trust before extending your marketing invitation.)

Use Call-to-Action Buttons

Brunson says that you must include a call-to-action (CTA) button on all of your posts. These are buttons that prompt visitors to take a next step—whether it be to visit your website, enter your sales funnel, or even just indicate that they "liked" your post. These work best when worded clearly but enticingly—think "grab yours" or "start saving," instead of a more standard "submit."

The advantage of CTA buttons is that not only do they prod visitors to become customers or to join your email lists, but **they also help the algorithms of social media platforms know when people are connecting with your content**. The algorithms will then reward your posts with greater exposure.

(Shortform note: The effectiveness of call-to-action buttons largely pivots on the psychological principle of _scarcity_, as noted by Robert Greene in _The Laws of Human Nature_: When things appear limited or in high demand, we tend to desire them more. That's why you'll often see buttons like "Buy now before it's too late" or "Sign up now to reserve your spot." It triggers our fear of missing out on an opportunity. Similarly, using persuasive language and a strong command verb like "buy," "subscribe," or "download" can also induce a sense of immediate action. This principle of scarcity and urgency motivates us to respond swiftly to these buttons.)

Using Google

Brunson writes that you must make sure your website ranks highly in Google searches related to your product. Online searches are one of the primary ways people seek out solutions to their problems, so if your site doesn't pop up in their search results, they can't become customers. Such a lack of visibility can mean the difference between financial success or failure.

(Shortform note: Marketing experts agree that your website must rank highly on a Google search—studies show that more than 90% of all website traffic travels through the top of page one in a search result. One reason for this is that people associate the top listings of

search results as more credible than others, assuming that if a company has been ranked there, other people consider it important and authentic—an example of social proof, where the collective opinions of others bestow a stamp of approval on something.)

Brunson warns against trying to trick Google's algorithm by doing things like paying spam sites to link to your website to increase the appearance of backlinks (other websites linking to your site to indicate your site is useful or popular). Even if you happen upon a technique like this that seems to work, Google changes its algorithms regularly to stay ahead of such tactics, and you may find the search engine punishes you (reducing your visibility) for trying to game it.

(Shortform note: Tactics aimed at tricking search engines are called _black hat SEO_ (search engine optimization): unethical attempts to rank a website higher. The manipulated backlinks that Brunson discusses are called _unnatural links_, and search engines like Google actively penalize websites using such links or other black hat tactics so they don't interfere with their users' experience. Once penalized, it can take a website six months or more to recover, so SEO experts recommend, as Brunson does, not risking such approaches.)

Analyze Keywords

Brunson says that instead of trying to trick Google's algorithm, you should publish quality content that's specifically designed to bring value to your customers, which is what search engines are ultimately trying to provide their users. As you do so, you can increase the searchability of your content by comparing it to content from existing websites. Start by analyzing keywords:

1. Make a list of the keywords and phrases your dream customer will use to look for a product like yours. Also identify the long-tail keywords associated with these primary keywords—phrases that build on these initial ones that often show up in the Google search bar as you type your keyword. For example, if your dream keyword is remodeling, your long-tail keywords might include remodeling ideas, remodeling kitchen, remodeling contractors, and so on.

(Shortform note: Long-tail keywords can be crucial to a company's SEO strategy for several reasons. They typically have lower competition than primary keywords, making it easier for businesses to rank higher in those searches. They also often have higher conversion rates—people using longer phrases are typically more informed and invested in their search, and thus closer to the buying stage: These potential customers are more likely to become actual customers.)

2. Do some searches using the keywords you identified to find what websites are currently showing up at the top of those rankings.

3. On your website, publish an article that is similar to the articles that are ranking high on your search but that improves on them. You might do this by publishing a longer article (for example, if the article you're emulating is "20 Best Vacation Spots," publish a

"50 Best" article). Or, you may write one that's more updated, more detailed, or better-looking. For best results, improve on all four of these aspects. This is called the "skyscraper" technique, as you're trying to build a website more visible than others around you.

Be sure to include your keywords in your article.

(Shortform note: The skyscraper approach is often recommended by marketing experts, but it has limitations. To publish an article or webpage that successfully attracts more viewers than existing sites, you must produce content that is not only longer or more detailed but also <u>adds valuable insights or perspectives</u>, which can be hard to do. Simply expanding on existing content without adding unique ideas may not capture people's attention. Further, in highly competitive niches, there may be an abundance of "skyscraped" content, making it <u>hard for new entrants to stand out</u>. Some critics thus argue that the skyscraper technique is no longer as effective as it once was and may not lead to expected improvements in search rankings.)

4. Figure out what websites are linking to the sites showing up high in your keyword searches. Contact these other sites and ask them if they'd link to your article as well, since yours is similar but better: longer, more updated, more comprehensive, and better laid-out.

5. Further increase backlinks to your article by promoting it on all the social media sites you use, in your email list, and on any guest posts you make for other peoples' blogs.

6. In addition to trying to elevate your website's rank, take advantage of the websites that are already highly ranked within your keywords by purchasing ads on them. Brunson writes that people who find your website by clicking on such an ad are far likelier to turn into paying customers than people who find you through a simple Google search—the fact that they've clicked on multiple links to get to you shows they're more motivated.

The Promise and Limitations of Backlinks

Experts agree that backlinks are crucial to your search rankings: On average, websites that rank #1 on Google have 3.8 times as many backlinks as others within the top 10 results. As a result, many SEO consultants advise, as does Brunson, that you devote a lot of attention to gathering backlinks.

The process of reaching out to other, more authoritative sources is known as *outreach link building*. It's important to note, however, that not all websites may be open to your request. Some have strict editorial policies or guidelines regarding outbound links, while others may require compensation or collaboration for backlink placement. Target, therefore, sites that are relevant to your content and that your website can add value to.

Paid ads, such as banner ads, generate backlinks when users click on them, and therefore can also increase your rankings. Since you pay for ads, you'll need to balance these kinds of backlinks against more organic backlinks when budgeting your marketing funds.

Note that Brunson's advice regarding social media backlinks may no longer be effective: Typically, social media links are marked in a way that search engines don't recognize them for SEO purposes.

Guided Tour