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The Secret to Getting More Business Online Isn't What You Think

Lots of people say you need more traffic to grow your business. That means attracting more visitors to your website or page. But here's what really matters:

You don't just need more people. You need the **right people** — ones who are looking for exactly what you offer, right when they need it.

Even more important? You have to know **where your traffic comes from**. If your primary source of traffic disappears, your business could struggle overnight.

Too many businesses post random content online, hoping it will work. They use AI to write blogs without considering what people truly want. Then they wonder why no one buys.

Quick Tips:

- Use the same words your customers type into search engines
- Use AI to help you, but don't let it do all the work
- Write content that's clear, useful, and answers real questions

Case Study: How One Business Owner Turned It Around

The Problem:

This client came to me in a tough spot:

- He had **no idea where his traffic was coming from** — or if it was even working.
- He was spending **over \$ 60 per click** on paid ads, racking up **thousands** of dollars each month.
- He didn't know his **conversion rate** — his agency wasn't sharing any clear data.
- He hired someone to create content and build backlinks... but it ended up **hurting his rankings**, not helping.

What We Did:

We stripped things down and focused on what actually moves the needle:

- **Removed low-quality content** and replaced it with pages that actually helped real visitors.
- Focused on **foundational SEO**: keyword targeting, page structure, and internal linking.
- Launched a **simple but serious social media strategy** to drive engagement and local visibility.
- Rebuilt **trust signals** — adding fresh Google Maps photos, getting real customer reviews, and optimizing his local listings.
- **Repositioned the brand** with clear messaging and better service targeting so it stood out from the competition.

The Results:

- **Traffic doubled** within months.
- **Calls and leads tripled.**
- The business stabilized—and then began growing again.

Sometimes the fix isn't anything fancy...

It might take a little extra time to go through things to make sure it's right...

But if Google or the search engines repay you via better quality traffic + higher converting leads, then it's worth the time it takes.

Remember: It's about getting the fundamentals right — and actually helping people find what they need.

Small Exercise

Use this comparison to connect search intent with the services. It's simple, and should be obvious, but if you have this wrong on the site or anything a potential customer sees they will be confused and will click away...

Match Searches to What You Offer

What They Search For	What They Might Need
kitchen sink won't drain	Plumber
best toothpaste for bleeding gums	Dentist / Crest product
low water pressure in shower	Plumbing help
how to tie a tie	Blog or video tutorial
gum detoxify	Toothpaste for gum health
DIY mold removal	Mold cleanup service or products
roof leaking near chimney	Roofing repair
can't sleep through the night	Sleep coach / supplement
tooth pain when biting down	Dentist for emergency care
how to build a budget in Excel	Financial coach or online course

AI, Search, and the Future of SEO

It used to take weeks or months to write and optimize content that could rank in search.

Today? AI tools like ChatGPT and Gemini make content creation fast and accessible to everyone. Which means...

Spam is everywhere!!!!!!

Want proof? Scroll through Instagram, TikTok, Youtube right now and tell me how many AI channels you find within 5 minutes. I bet you can't spot them all ;-)

Fighting Spam

Google's algorithm is fighting back. It now looks deeper at content, asking:

- Does this align with the searcher's actual intent?
- Does it provide real, helpful value?
- Would a human think this content is trustworthy and worth reading?

If the answer is no, your content gets buried.

What To Do

To do well in search, your content needs to:

- Match what the person wants
- Be clear and easy to understand
- Share your knowledge in a helpful way

Create content that is genuine, answers a genuine question, and provides the user with what they came for.

That's why I said in the video:

"Spray and pray doesn't work long term."

The goal is and should always be to provide value. If you aren't sure how, make sure to watch the video included in this guide to the end.

What Most Businesses Get Wrong

Many business owners try to show up for simple, broad searches like:

- "dentist"
- "plumber"
- "marketing agency"
- "mechanic"

The problem? These words are:

- Very competitive
- Taken over by big websites and ads
- Expensive to advertise on
 - **Compare the image below, which shows advertising costs per click, and see for yourself.**

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Top of page bid (high range)	Top of page bid (low range)
<input type="checkbox"/> plumber	100K – 1M	\$69.74	\$14.20
<input type="checkbox"/> toilet wont drain	100 – 1K	\$26.51	\$2.72
Keyword ideas			
<input type="checkbox"/> plumbers near me	1M – 10M	\$73.14	\$11.65
<input type="checkbox"/> emergency plumber near me	10K – 100K	\$90.83	\$17.86
<input type="checkbox"/> emergency plumber	10K – 100K	\$92.48	\$24.00
<input type="checkbox"/> plumbing services near me	10K – 100K	\$75.00	\$14.22
<input type="checkbox"/> 24 hour plumber near me	10K – 100K	\$80.00	\$15.48
<input type="checkbox"/> plumbing companies near me	10K – 100K	\$68.35	\$12.28
<input type="checkbox"/> local plumbers	10K – 100K	\$70.00	\$12.88
<input type="checkbox"/> cheap plumbers near me	10K – 100K	\$55.00	\$9.54

OBVIOUS VS NON-OBVIOUS TERMS

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Top of page bid (high range)	Top of page bid (low range)	Three month change	Competitive
<input type="checkbox"/> my toilet won t unblock	10 – 100	–	–	0%	–
<input type="checkbox"/> fixed today plumbing	10 – 100	–	–	-100%	–
<input type="checkbox"/> home depot pipes	1K – 10K	\$0.15	\$0.03	0%	High
<input type="checkbox"/> grey pipe	100 – 1K	–	–	0%	Medium
<input type="checkbox"/> toilet won t drain at all	10 – 100	–	–	0%	Medium
<input type="checkbox"/> toilet and bath won t drain	10 – 100	–	–	-100%	–
<input type="checkbox"/> accidentally put liquid plumber in toilet	10 – 100	–	–	0%	Low
<input type="checkbox"/> toilet u bend	100 – 1K	–	–	+900%	Low
<input type="checkbox"/> first fix plumbing	10 – 100	–	–	0%	Low
<input type="checkbox"/> toilet won t flush and plunger doesn t work	10 – 100	–	–	-100%	–
<input type="checkbox"/> toilets in house won t drain	10 – 100	–	–	0%	High

For the record that means that if you're the plumber, you're paying somewhere between \$26-\$92 PER CLICK!

And that doesn't even mean that they're going to use your services! They just clicked on the ad!

Instead, target **long-tail, high-intent search phrases** like:

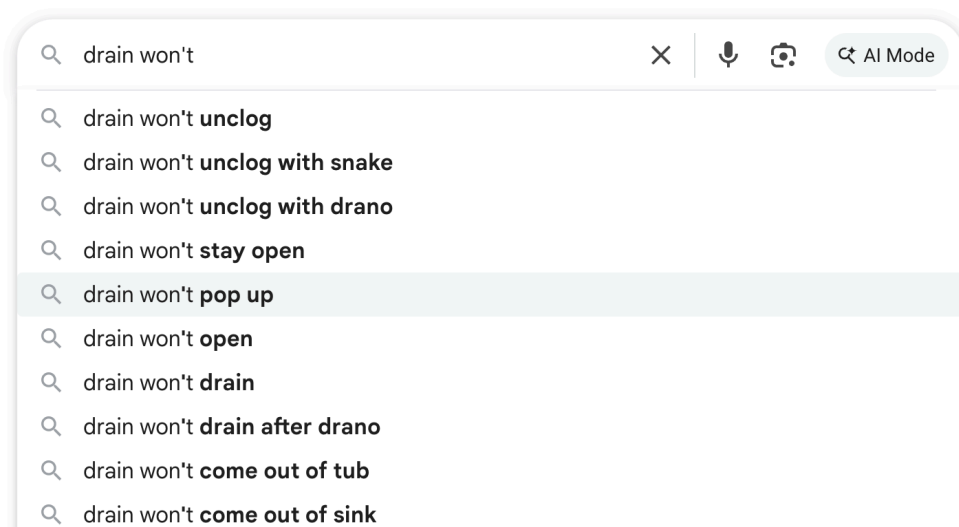
- "Toilet wont drain at all"
- "kitchen sink won't drain"
- "how to fix low water pressure in shower"
- "best toothpaste for bleeding gums"

These are real searches, from real people, with real problems.

They also happen to be a lot cheaper to buy for paid ads...

...And the businesses that solve those problems get the business!

You can run these searches yourself in Google and check the autocomplete for ideas.



Search Is Changing — Fast

People used to click through pages of search results. Not anymore. Today, they want quick answers.

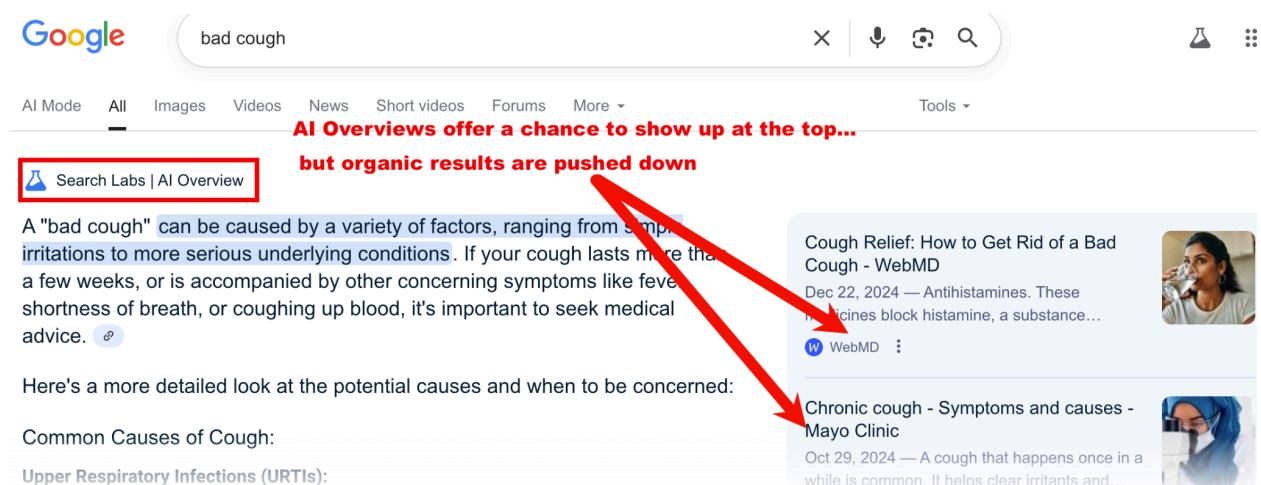
And they're getting those answers from:

- **Google AI Overviews**
- **ChatGPT** (which uses real websites to answer)
- **Perplexity.ai** (a smart search tool that mixes AI and facts)

These tools still need good content, and that could be yours.

However, it is also leading to a reduction in click rate in the organic results below...

Even more reason why you need to craft compelling and helpful content!



AI Overviews are capturing the low-hanging fruit that can be easily replaced by a simple answer.

But you should not get discouraged by AI Overviews...you can get yourself referenced in there if you can stick out!

If you craft helpful content that the overview **can't** help with – you have yourself a winner. In fact, if you started looking up specific repairs for specific products, you have a much better chance of ranking a blog post or a YouTube tutorial than seeing an AI Overview.

Proof This Works

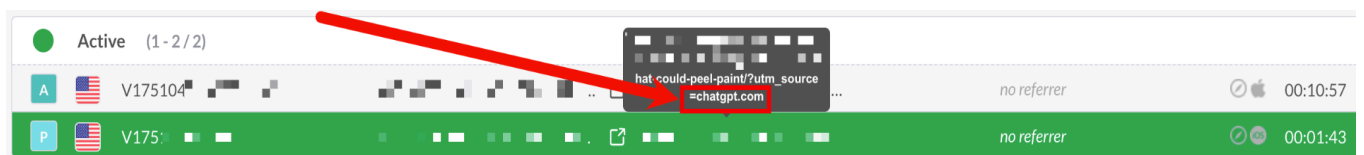
I've built multiple sites using this strategy...

One solid piece of content can pull hundreds of monthly visits, without paying a dime in ads...

Do that across a dozen well-targeted keywords and you've got consistent, warm, converting traffic flowing to your offer!

Below is an example of a user on one of my sites...

Notice where the traffic came from... ChatGPT!



Now more than ever is your chance not to just get traffic from the usual suspects, but from the AI tools themselves too!

Now imagine you had 25 or 30 of these pages...

You'd have a steady flow of visitors, without paying for ads...

This strategy:

- Saves money
- Builds trust with visitors
- Gets you found by people looking for what you do

And it continues to work for you month after month - day in & day out...

Big Brands Use This, Too

I'm sure you've heard of Crest toothpaste...

They're doing this exact same strategy!

Crest Example

Crest doesn't fight for the obvious "toothpaste" keywords. Besides once they dominate "toothpaste" how many variations of toothpaste can you really rank for?

Instead... Crest goes after:

- "gum detoxify"
- "gingivitis treatment at home"
- "best toothpaste for bleeding gums"

Why? Because people searching for these problems!!!!

Problems + Solution = Sale

Crest is targeting people with things they are ready to buy.

If you want to prove this for yourself, take note next time you're at Target, Walmart, CVS and look at the toothpaste aisle...

You'll notice about 100 different toothpaste products that touch on all of these common problems people have!

There's a toothpaste for whitening, sensitive teeth, kids, detoxifying, gingivitis, and more...

Varieties that meet demand

Product	Rating	Reviews	Where To Buy
Crest 3DWhite Brilliance Whitening Toothpaste, Blast	★★★★★ 4.2	(79)	Where To Buy
Oral-B + Crest Gum & Sensitivity Bundle, Black	★★★★★ 4.6	(96)	Where To Buy
Crest + Oral-B Gum Care Bundle	★★★★★ 0.0	(0)	Where To Buy
Oral-B + Crest Brilliance Whitening Bundle, Ultimate White	★★★★★ 5.0	(1)	Where To Buy

Point is...

You can do the same thing. Whether you're a:

- Lawyer
- Dentist
- Chiropractor
- Roofer
- Coach
- Local service business
- Plumber
- Med Spa
- Doctor

Don't aim for broad terms like "coach" or "lawyer." Go after the real questions people ask:

- "how to stop procrastinating on my goals"
- "how to get rid of back pain at night"
- "why do my gums bleed after brushing"
- "My back hurts"
- "Can't sleep"

And if you really want to start hammering the higher ticket sales...

If you're a dentist offering veneers, whitening services, and implants...

You can start driving those sales home with the right strategy!

Find their problem. Offer the answer. Earn their trust.

The Most Important Thing: Be Helpful

Posting content is easy. Making it good is harder...

This is why you must be extremely cautious with AI-generated content...

AI content can be effective, but it needs to be helpful and of high quality.

People and search engines are picky now. They want:

- Answers that are clear
- Help that solves a real problem
- Posts that feel real and human

You don't need 100 posts. You need a few that truly help.

If you want to:

- Spend less on ads
- Get more search traffic
- Be found by people and AI tools

Then stop guessing. Start solving.

Final Thought: Real Value Wins

There's more noise than ever online. AI has made content creation easy, but it hasn't made good content common.

The businesses that win are those that continue to create **real value**.

Your job is to:

- Understand how search intent works
- Match that with content that helps
- Be visible where your audience is actually looking (Google, ChatGPT, Perplexity)

Want One-On-One Assistance?

To request a strategy call...

I **don't** accept everyone...

In fact, I sometimes turn people down...

Send me your business name...

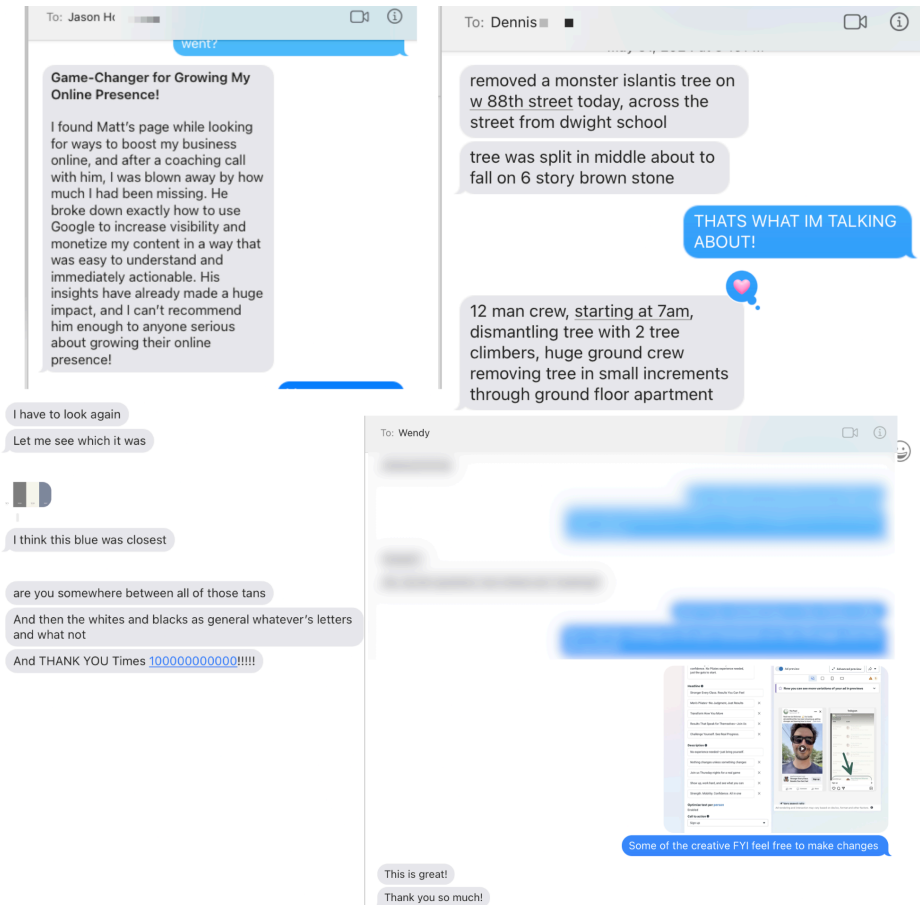
The website, if you have one...

Anything relevant...

And if you're a good fit...

We'll do a call.

[Click Here To Request A Strategy Call](#)



[Click Here To Request A Strategy Call](#)

Your Free Video Training

Watch the **FREE video training** I mentioned in the clip.

It walks you through:

- What search intent is (and how to find it)
- How to use AI tools the right way
- How to rank in traditional AND AI search engines
- And how to build a strategy that makes sense, whether or not you even have a website yet.

This PDF showed you the strategy. The video shows you how to use it. Click to watch me walk through it live, step-by-step.



[Click here to watch the full training](#)