

Advanced Theory

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Nuanced Hooks

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Traffic Sources

Module 10

Traffic Sources

Module Overview

Traffic sources reveal how viewers found your content - through the algorithm's feed, your profile, external links, or search. This data helps diagnose performance issues and optimize for algorithm favor.

Key Terms

THE FEED

Algorithm-driven content discovery (For You Page, Recommended, Browse) that exposes content to new viewers.

PROFILE TRAFFIC

Views from people browsing your profile page, indicating interest in your broader content library.

EXTERNAL TRAFFIC

Views originating outside the platform via shared links or embeds, which algorithms treat differently.

ALGORITHM THROTTLING

When platforms limit content distribution due to suspected violations or poor

performance signals.

TRAFFIC BALANCE

The ideal distribution of traffic sources for sustainable growth and monetization.

How did they get onto this video? It tells you if the algorithm is pushing your content or if something else is happening.

ACTION PLAN:

Check for 95%+ feed traffic on successful posts

Create content sequences that drive profile visits

Monitor sudden external traffic spikes

Optimize hooks for new viewers if follower-heavy

Track search traffic for content ideation

Key Takeaways

Feed Traffic - The Growth Driver

When 95%+ of traffic comes from the feed (For You Page/Recommended), the algorithm is actively promoting your content to new viewers. This is essential for growth and creator fund revenue.

- ◆ Essential for monetization through Creator Fund
- ◆ Indicates algorithm approval of content
- ◆ Leads to sustainable account growth

PRO TIP



Want to kickstart comments? Have friends leave thought-provoking responses (not generic 'great video!') that spark real conversation.

- ◆ Create part 1, part 2 sequences
- ◆ Use CTAs directing to your profile
- ◆ Develop topical playlists for deeper engagement

Profile Traffic - The Binge Effect

High profile traffic means viewers are exploring multiple videos after seeing one they liked. Optimize by creating content series, playlists, and referencing your other videos.

External Traffic - The Double-Edged Sword

External links can drive views but don't necessarily help algorithm performance. Platforms can detect and may not count external engagement as genuine algorithm signals.

- ◆ Zero external traffic = no sharing outside app
- ◆ High external traffic (5-10%+) = possible issue
- ◆ Friend engagement via links won't boost algorithm

- ◆ Make hooks accessible to first-time viewers
- ◆ Avoid inside jokes that only fans understand
- ◆ Broaden appeal to prevent audience shrinkage

Follower-Only Warning Signs

If most traffic comes only from followers (especially on Instagram), you're not reaching new audiences. Rejig your hooks and content to appeal beyond your existing fanbase.

Traffic Source Indicators & Actions

Source	Good Sign	Warning Sign	Action Needed
Feed	95%+	<70%	Improve hooks/content
Profile	10-20%	<5%	Create content series
Followers	20-30%	90%+	Broaden appeal
External	1-5%	>10%	Check for issues

Remember...

THE ALGORITHM KNOWS WHERE VIEWERS COME FROM

Optimize for feed traffic first - it's the key to sustainable growth.

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