

[FREE CHEAT SHEET]

How To Open The Flood Gates To Free Traffic

And Drive Thousands Of
Organic Leads

KING KONG®

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Get Google Rankings For Your City + Your Major Target Keyword

Setting up your website to rank in your city is one the best bragging rights that you can have. Don't just rank your city though, you can rank nearby suburbs or cities as well.

- Break out your website into separate pages for each service
- Use your keyword in the URL
“yourwebsite.com/flowers-delivery-melbourne”
- Make sure your page has 2000+ words of valuable content
- Send internal links to that page with targeted anchor text

Give Away Free Resources

Using a High Value Content Offer / Lead Magnet is another great way to collect inbound leads. These can be simple to create (usually the best ones are the simplest, easily digestible). These can be simple PDFs (like this one!).

- Create a free resource like an checklist, or other lead magnets to capture emails and contact information.
- Giving away free resources is a easy way to get cheap traffic to your website which builds your websites credibility with Google.

Make Strategic Partnerships

Making partnerships is a great way to get referrals. The difference between a cold lead and a referral is enormous, so partnering with other local businesses, vendors and suppliers, etc can be a great way to drive new leads.

- Make partnerships with local businesses
- Make partnerships with vendors and suppliers
- Make partnerships with local charities and sponsors (and ensure they place a link on their website for your support)

Answer Questions On Quora

Showing your expertise and positioning yourself as an authority is a good way to drive organic referral traffic to your site. Quora is a goldmine of opportunities.

- Look for questions relating to your industry you can answer and make sure you have a link in your profile to your website

Quora

Reputation Marketing

Monitor and manage your online reputation. Watch for any reviews, questions from customers, blog coverage, as well as positive feedback. Consumers increasingly value reviews and brands who engage with their customers are rewarded favourably. To establish and grow a successful brand, reputation management is necessary.

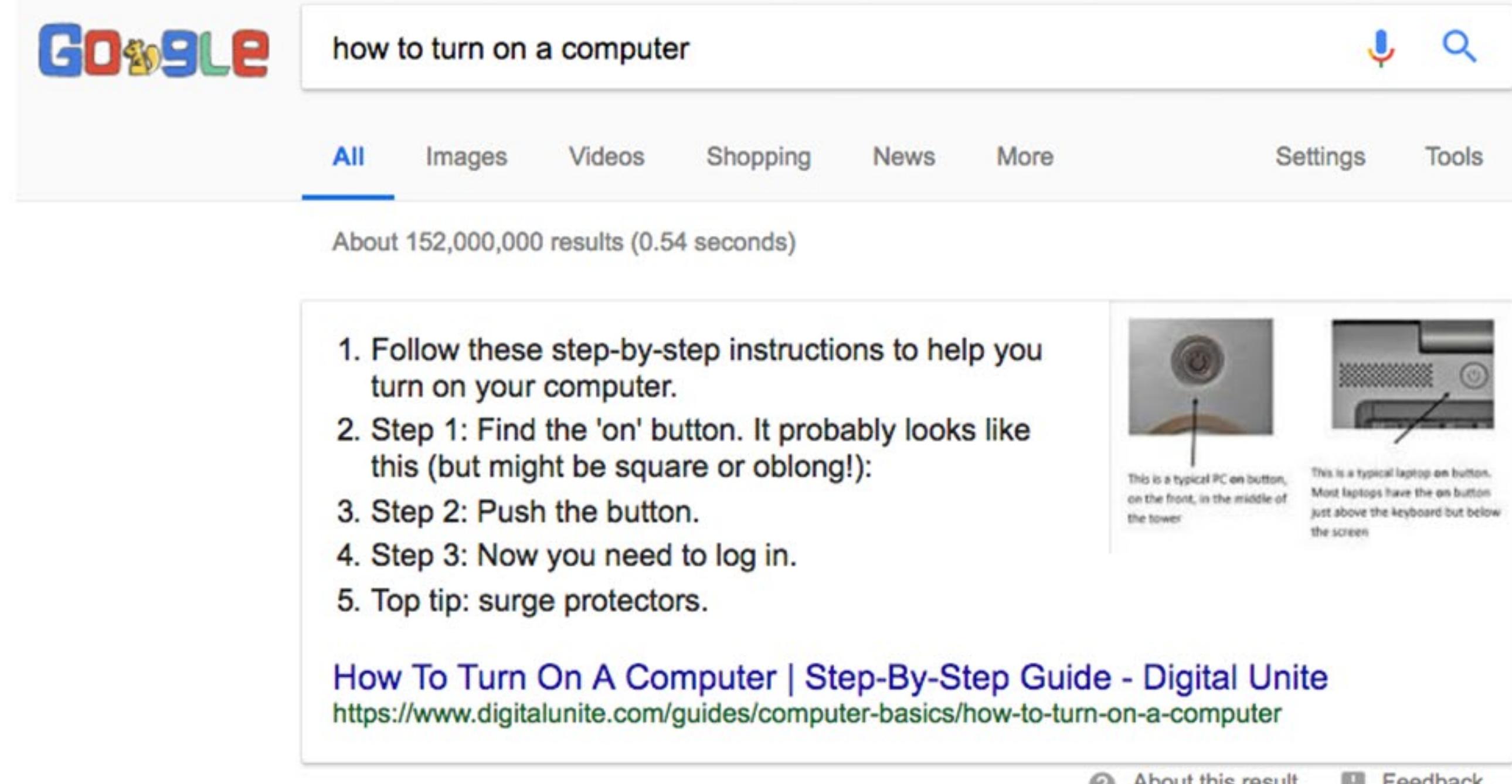
- Address any reviews, positive and negative, and thank customers for providing useful feedback



Rich Snippets

While landing position zero may be difficult and prove elusive for some, for the lucky few, it is an excellent opportunity. It requires a threshold of established SEO, because typically Google features answers who rank on the first page.

That being said, by searching and finding weak rich snippets, those who don't provide a strong answer or exact relevance, and offering a better answer, it can be surprisingly easy to land these positions. Search for niche long tail keywords with high relevance to your business and aim to offer the best result possible, formatted to Google's standards. Search and find relevant, weak snippets and offer a better alternative.



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Increase Site Speed & Optimize Your Site

Ensure your site is operating efficiently and up to all of Google's standards, such as site speed. Each issue, even minor, is reducing your traffic and conversions. Additionally, confirm your site is mobile-optimized.

- Utilize **Google Pagespeed insights** to check for any errors and tips



Bonus Section

Here are some additional methods for scaling client acquisition.

Add A Live Chat

Surprisingly live chat is pretty popular and it works. It's a great way to start a conversation and transition into a phone call or sales call.

- Add a live chat service like Zopim

The screenshot shows a live chat interface with three main sections: a message form on the left, a live chat window in the center, and a help center search on the right.

LEAVE US A MESSAGE

- Name: John
- Email: john@mail.com
- Message: Hi, I'm having trouble logging in. Can you help?

LIVE CHAT

Jane Customer Support

John: Hi, is anyone there? I'm having trouble logging in.

Jane: We're always here to help. Can you tell me more?

SEARCH OUR HELP CENTER

login

Top results

1. [Logging in on mobile](#)
2. [Reset your login name and code](#)
3. [Multiple accounts logged in](#)

Run Facebook Ads + Funnel

Again this is a more intense strategy but once it's set up it can really scale. Here you'll want to identify your target audience, set up a lead magnet to capture the target clients information, then an email sequence that provides value, answers their top objections, and pushes them to a call to close.

Video Snippets

Consumers increasingly prefer video content. By including your videos in your Google results, you will draw more attention and organic traffic, naturally users will watch your videos (spend significant time on your site), visit your site rather than others which is a fantastic user engagement indication for Google to increase your ranking.

- Use Wistia to easily add video thumbnails in your search results



Improve On Competitors' Strategies

Analyse, mimic and improve competitor's marketing methods to gain a portion of their market share. Long term, this can prove invaluable.

- Use Ahrefs, Majestic or Google search with operators to find where your competitors are, and where you can grow

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Grow And Maintain An Email Subscriber List

Offer clear email subscription prompts on your site to gain traffic and leads. Often times, web designers and templates only include a field to sign up to an email list on the bottom of a site. This is less than adequate. Provide valuable, useful information to subscribers, as well as promotions and product releases, and subscribers will become loyal brand ambassadors.

Prioritize and create more CTAs for gaining email subscriptions