MODULE 5

TRAFFIC & GROWTH

Scale Your Tool to 1000+ Users

"If you build it, they will NOT come. You have to go get them."

- Every Successful Founder

Student Name:	
Tool Name:	
Current Monthly Visitors: _	
Traffic Goal (3 months):	

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OVERVIEW

Module Progress Checklist

Lesson 1: SEO Foundation & On-Page Optimization
Lesson 2: Content Marketing That Converts
Lesson 3: Social Media Growth Hacking
Lesson 4: Paid Advertising Mastery
Lesson 5: Product Hunt & Launch Platforms
Lesson 6: Viral & Referral Mechanisms

QUICK WIN GENERATOR

Get your first 100 visitors TODAY:

Next Hour: Post about your tool in 5 relevant subreddits with a genuine helpful angle. Don't sell, just share value!

■ Posted in 5 communities!

Current Traffic Baseline

Monthly unique vi	sitors:	-
Top traffic source:		
Average session du	ration:	_
Bounce rate:	%	

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SEO Audit Checklist

ΙE	CHNICAL SEO
	Site loads in under 3 seconds
	Mobile-responsive design
	SSL certificate installed
	XML sitemap created
	Robots.txt configured
	Google Search Console set up
	Schema markup implemented
O N	N-PAGE SEO
O .	TAGE SEG
	Title tags optimized (60 chars)
	Meta descriptions written (160 chars)
	H1 tags on every page
	Internal linking structure
	Image alt texts added
	URL structure optimized
CC	ONTENT SEO
CC	DIVIENT SEO
	Target keywords identified
	Landing pages for each keyword
	Blog section created
	FAQ page published
	Case studies/testimonials page

LINK BUILDING PLAN

STRATEGY	TARGET	COMPLETED
Guest posts	5/month	

STRATEGY	TARGET	COMPLETED
Directory submissions	20 total	
Tool review sites	10 total	
HARO responses	3/month	
Broken link building	5/month	

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CONTENT PLANNING

Content Calendar Template

MONTH: _____

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

CONTENT PIPELINE

ТҮРЕ	TITLE/TOPIC	KEYWORDS	STATUS	PUBLISH DATE
Blog Post				
Tutorial				
Case Study				
Video				
Infographic				

Social Media Posting Schedule

PLATFORM STRATEGY

PLATFORM	FREQUENCY	BEST TIME	CONTENT TYPE	FOLLOWERS
Twitter/X	2x daily			
LinkedIn	3x week			
Facebook	1x daily			
Instagram	1x daily			
Reddit	2x week			N/A

CONTENT BUCKETS

БA	ucational	(10%)
ΕŒ	lucational	(40%)

- How-to posts
- Tips & tricks
- Industry insights

Engaging (25%)

- Questions
- Polls
- User-generated content

Promotional (20%)

- Feature announcements
- Special offers
- Case studies

Behind-the-scenes (15%)

- Building in public
- Team updates
- Milestones

ENGAGEMENT TACTICS

Reply to every comment within 2 ho	ours
Follow 20 potential customers daily	
Comment on 10 relevant posts daily	
Share others' content (with commen	tary)
Join and participate in 5 groups	



The 80/20 rule: 80% valuable content, 20% promotion. Nobody likes a constant sales pitch!

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Paid Ads Budget Calculator

CHANNEL PERFORMANCE TRACKER

CHANNEL	BUDGET	CLICKS	СРС	CONVERSIONS	СРА	ROI
Google Ads	\$		\$		\$	%
Facebook Ads	\$		\$		\$	%
LinkedIn Ads	\$		\$		\$	%
Twitter Ads	\$		\$		\$	%
Reddit Ads	\$		\$		\$	%

CAMPAIGN PLANNING

Target CPA (Cost Per Acquisition): \$_____

Total monthly ad budget: \$____

Expected conversions: ___

AD COPY TESTING	
Headline A:	
Headline B:	
CTA A:	
CTA B:	

AUDIENCE TARGETING

Demographics:	
Interests:	
Behaviors:	
lookalike andience source	

Budget Allocation Formula

Start with: 70% on best performer, 20% testing new channels, 10% retargeting

After 30 days: Double down on channels with CPA < LT	V/3
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Campaign Performance Tracker

WEEKLY CAMPAIGN METRICS

WEEK	IMPRESSIONS	CLICKS	CTR	CONVERSIONS	CONV RATE	COST
Week 1			%		%	\$
Week 2			%		%	\$
Week 3			%		%	\$
Week 4			%		%	\$

A/B TEST RESULTS

Increase budget on winners

Refine audience targeting

Test new ad creatives

Winner:	Improvement:	%
Геst 2:		
Winner:	Improvement:	%
Геst 3:		
	Improvement:	
TOP PERF	ORMING CO	NTENT
1		
2		
3		
4		
5		
OPTIMIZA	TION ACTION	NS
Pause underp	performing ads	

Update landing pages	Page 7 © 2024 Axis Strategic Holdings LLC

Email Sequence Planner

WELCOME SEQUENCE (7 DAYS)

DAY	SUBJECT LINE	GOAL	СТА
Day 0	Welcome!	Set expectations	Complete setup
Day 1		Show value	
Day 3		Case study	
Day 5		Address objections	
Day 7		Special offer	

NURTURE CAMPAIGN TOPICS

EMAIL	LIST	GROV	vтн т	'AC
5				
4				
3				
2				
1				

TICS

Lead magnet created
Exit intent popup
Content upgrades
Webinar registration
Free tool/calculator
Ouiz/assessment

EMAIL METRICS

List size:	
Monthly growth rate:	%

Average open rate:	%
Average click rate:	%
Unsubscribe rate:	_%

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Product Hunt Launch Checklist

PRE-LAUNCH (2 WEEKS BEFORE)
Build hunter list (50+ people)
Create compelling tagline (60 chars)
Design gallery images (3-5)
Write detailed description
Prepare launch discount
Find influential hunter
LAUNCH DAY
Launch at 12:01 AM PST
Notify email list
Post in Slack communities
Share on all social media
Message supporters directly
Reply to every comment
Monitor throughout day
POST-LAUNCH
Thank all supporters
Update website with badge
Convert voters to users
Analyze traffic spike
Plan next launch
LAUNCH METRICS
Upvotes received:
Comments:
Position achieved: #
Traffic generated: visitors

Signups from PH:	
Revenue from PH: \$	
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Viral Coefficient Calculator

VIRAL MECHANICS

Average invites sent per user:
Conversion rate of invites:%
Viral Coefficient (K): (Should be > 1 for viral growth)
$K = (Invites \times Conversion \ Rate)$

REFERRAL PROGRAM SETUP

Incentive structure defined
Tracking system implemented
Referral dashboard created
Email templates written
Social sharing buttons added
Terms & conditions set

INCENTIVE OPTIONS

ТУРЕ	REFERRER GETS	REFEREE GETS	COST
Cash/Credit	\$	\$	\$
Extended Trial	days	days	\$
Premium Features			\$
Percentage Off	%	%	\$

GROWTH LOOPS

User generates content \to Content ranks in SEO \to New users find content \to Loop My growth loop:

 \rightarrow Loop

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Traffic Source Analyzer

CHANNEL PERFORMANCE MATRIX

SOURCE	TRAFFIC %	CONVERSION %	AVG TIME ON SITE	VALUE SCORE
Organic Search	%	%	min	/10
Direct	%	%	min	/10
Social Media	%	%	min	/10
Referral	%	%	min	/10
Paid	%	%	min	/10
Email	%	%	min	/10

TOP REFERRAL SOURCES

1	(visits)
2	(visits)
3	(visits)
4	(visits)
5	(visits)

CONTENT PERFORMANCE

Top performing blog post:
Views: Conversions:
Top converting landing page:
Conversion rate:%

TRAFFIC GOALS

Current /mo	30 Days /mo	90 Days /mo	
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Growth Experiments Log

EXPERIMENT #1 Hypothesis: Test: _____ Duration: _____ days Learning: _____ Next action: _____ **EXPERIMENT #2** Hypothesis: Duration: _____ days Result: ____ Learning: _____ Next action: **EXPERIMENT #3** Hypothesis: Duration: _____ days Result: Learning: Next action: **GROWTH HACKS THAT WORKED**



Run at least 2 growth experiments per week. Small wins compound into massive growth!

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Partnership Opportunities

POTENTIAL PARTNERS

COMPANY	AUDIENCE SIZE	SYNERGY	CONTACT	STATUS

PARTNERSHIP TYPES

Integration partnerships
Co-marketing campaigns
Affiliate programs
Content collaborations
Webinar partnerships
Bundle deals
Guest posting exchanges

PARTNERSHIP PITCH TEMPLATE

Subject: Partnership Opportunity - [Their Company] × [Your Tool]
Hi [Name],
I noticed [specific thing about their company].
We help [your value proposition] and have [your metrics].
I think our audiences would benefit from [specific partnership idea].
Interested in exploring this?

Best, [Your name]			
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WEEKLY REVIEW

Weekly Traffic Review

WEEK ME	TRICS			
Total visitors:	-		Avg session duration	on:
Unique visitors:			Trial signups:	
Page views:			Paid conversions:	
Bounce rate:%	, S		Growth rate:	%
TOP TRAFFIC S	OURCES	THIS	WEEK	
1		(% of traffic)	
2		(% of traffic)	
3		(% of traffic)	
CONTENT PUB Blog post:				
Social posts: tot	tal			
Email sent:				
Guest post:				
NEXT WEEK FO	cus			
Primary traffic goal:				
Content to create:				
Experiments to run:				
Partnerships to pursue: _				

Module 5 Completion & Reflection

TRAFFIC GROWTH SUMMARY

Starting monthly traffic: visitors
Current monthly traffic: visitors
Growth achieved:%
Best traffic source:
Best converting source:
CAC from all channels: \$
KEY LEARNINGS 1. Most effective growth tactic discovered:
2. Channel that surprised me most:
3. What I'll double down on:



You've built a traffic machine!

Your growth engine is running. Your audience is growing.

Time to SCALE to 6 figures!

READY FOR MODULE 6 CHECKLIST

Consistent traffic flow established	
Multiple traffic sources active	
CAC < LTV/3 achieved	
Growth experiments ongoing	
Ready to scale!	
PRO TIP Traffic is the lifeblood of your business. Keep experimenting, keep experimen	eep testing, keep growing!
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