

HOW TO GENERATE A POWERHOUSE OF TRAFFIC!

TRAFFIC POWERHOUSE



Hybrid cheat sheet

DIGITAL TRAINING COURSE

The following is a checklist that you can use to track your progress and make sure that you learn all of the information packed into the main training course. You can also add items if you need to.

— **Strategies Research**

- Understand your market niche and keywords you are targeting,
- Go to Google and type in the keyword to find your competitors on the first five search result pages,
- Visit each of these to see if you can add content and backlinks to the site to increase your traffic,
- Take note of the most popular topics/content on these sites so you can later copy them,
- Target a few of these for copy cat efforts,
- Check out those few for their target market by visiting Alexa.com,
- Use Quantcast.com to find out more about the demographics of these sites and what other sites might have an interest in that content,
- Build content that is very similar to the sites you've targeted,
- Submit it to the same people who linked to those sites, using similar keywords, titles, etc,
- Reply to comments (anywhere) and build a buzz around your content.

— **The Five Internet “Customers” Available**

- Subscribers
- Freebie Seekers
- SEO Traffic
- Affiliate & JV Traffic
- Customers
- Regulars (people that follow your type of content)

— **Using Product Reviews For Traffic**

- Use case studies to play up your product's benefits to your customer
- Have a guest poster review your product (ideally someone with authority)
- For affiliate offers, purchase the product and give it an honest review

— The 3 Types of Traffic

— **Type A** traffic is crucial to your business success because it conveys people directly to your door. Think of Type B as a fleet of taxi drivers, each of whom recommends you to fares they think are likely to buy from you. They drop their fares off right at your doorstep, without ever coming in themselves (after a first, initial visit to check you out and make sure you'll please their clients – who will give them big tips!)

— **Type B** ends up hurrying directly into your shop and purchasing. They know what they want – and that you're likely to have it.

— **Type C** are window shoppers... They reach your shop, but spend all their time browsing, stepping inside only because they were lured by your “free samples” or window displays. They hover about, and come back again and again until one day they finally buy... or they look around, decide you don't have anything they want; and leave.

— Helping Your Visitors Scan Your Content (And Take Action)

- Use headlines and subheads that intrigue and promise
- Use bullet points where ever possible to organize content better
- Use lots of “white space”, so their eyes aren't getting tired out by a page jam-packed with text – with no “hook” they can latch onto.
- Use a clear “**call to action**” to conclude the post or article (obviously!)
- Use an opt-in form or contact form on your sidebar or on every relevant page

— The Basics of Article Marketing (In The Year 2016)

- Make use of Web 2.0 properties and build a following on them
- Avoid just submitting your articles to general article directories
- Create pages and test the response from different web 2.0 properties
- Pay particular attention to your first paragraph or first few lines, use them to draw in your reader's and keep them captivated
- Use short sentences with “action” verbs to make them relatable to the reader
- Use the word “you” to talk directly to your reader instead of the whole audience
- Invest in posting articles on sites that have constantly updated RSS feeds
- When posting articles to your blog, make sure to “ping” the new posts regularly

— **Building Your List From Scratch**

- Use a limited-time special offer on your favorite forum (check the rules!)
- Present an enticing freebie (e-book, report, etc.) to get them to sign up
- Add a signature on forums or other networks and link to your landing page
- Purchase solo ads from relevant vendors of your niche or market (do research!)
- Consider charging a minimum of \$1.00 or \$2.00 if your lead magnet is valuable
- Post on social networks with relevant hash tags to your niche to attract viewers
- Follow users on Twitter that are following authority accounts in your niche

— **Using Pay-Per-Click Advertisements**

- Do thorough research for your keywords and key-phrases
- Set daily limits for your budget as to not exceed your savings
- Watch and track your results like a hawk at all times
- Make sure you use keywords from your actual PPC ad in your landing page copy
- Avoid linking your ad to a single landing page or sales page, build out your website so that it provides more value to those who land on it
- Focus on trying to monetize or benefit from every bit of traffic you pay for

— **Your Email List**

- Do your best to stay friends with your list, avoid bombarding them with emails
- Stick to a schedule, contact once or twice per week, feel your audience out
- Create a balanced set of follow up messages scheduled to go out automatically
- Provide value, tips, tools, or resources in every message you send them
- Focus on trying to get to know your list and please them (it will help you!)
- Stick to promoting the same (relevant) offers multiple times, it often takes a few times of seeing an offer for viewers to take action and buy something
- For affiliate offers, purchase the product and give it an honest review
- Encourage your readers to connect with you on social networks or blog posts
- Ask your reader's questions and find out what they need to help them

— **Affiliate Traffic**

- Set up an affiliate program for your products ASAP with promo resources
- Offer a minimum of 50% commission per sale, longer cookies, and pay quickly
- Give your affiliates all of the tools they need to promote (gfx, swipes, etc.)
- Reach out to powerful affiliates and present them valuable deals for promoting your product(s)
- Never resort to mass-mailing your affiliates or JV's, be personable with them

— Freebie Seekers And Converting Them

- Avoid giving away free offers ALL of the time (make it special)
- If using PPC ads, list prices in your ad copy to prevent freebie traffic
- Don't label all “freebie seekers” as such, some are capable of BIG purchases
- Reach out to them, talk to them and find out what they're looking for
- In your “free gift” include links to paid offers & clearly brand it (memorable)
- Provide value in your mailings and messages (whether via your follow up sequence or in regular broadcasts)
- Aim to provide the “WOW” factor from the very first click (the gift)
- Mix and match your bonuses and their contents for higher perceived value
- Don't provide junky e-books or completely non-rebranded PLR products
- Personalize your messages, contacts, and your gifts to these people

— Search Engine Optimization 101 (Don't Skip This!)

- Always use good practices, avoid being sneaky and don't go Blackhat
- For organic ranking, make sure your domain is the same as your primary keyword for the site preferably with a .COM extension (though not as important)
- Don't use a hard to read domain or hard to read URL (branding is important)
- Focus on posting valuable original unique and even long form content and articles on your website or blog, with clear call to actions
- Speckle long tailed keywords all throughout your posts, they add up and drive loads of traffic on effortlessly
- Consider adding an SEO plugin to your site (if WordPress) that helps you to optimize your content and pages for search engines
- Always fill in the “alt” tags on every image with keywords (they can suck in traffic)
- Always use the correct DOC_TYPE declaration if using HTML files
- Check that your site and pages are W3C validated and pass the test
- Avoid using Flash movies, JavaScript navigation and menus, or frames
- Create a proper “[Sitemap](#)” for your site to help increase SEO impact
- Track your SEO results using Google Analytics, and invest in a program like Adtrackz if you're doing major media spends for traffic
- Create public feeds & ping your pages, use [FeedBlendr](#) or FeedBurner
- Utilize Web 2.0 properties and hubs, link back to your websites and pages to increase traffic and boost rankings

— 21 Tips For More Traffic

- Never use an automated service for search engine site submission (Blackhat)
- Think of your headline as if it were a Twitter post – it should grab attention
- Use long tailed keywords as your site's page names or blog post permalinks
- Use Google Analytics to test your sales or landing pages
- Only choose one component to test on any page you have at any one time
- Expand your site with more content, larger sites command more traffic
- Check your logfiles to see what keywords are bringing in the most visitors
- Be very specific when bidding on PPC keywords for ad campaigns
- Always use keywords or product names as your link names (slugs)
- Be diligent with AdWords when using them for PPC – use exact match & phrases
- Try to incorporate social networking for massive FREE traffic generation
- Use Twitter, even if you use no other social platform. It's super powerful!
- Create videos, audio, special reports, and e-books with your links
- Start your own forum, based around your primary niche or market
- Implement relevant cross promotions for related niches and businesses
- Always have a highly relevant offer ready to promote at all times
- Buy expired domains that have evidence of traffic flow
- Use Google web alerts to monitor words and URL mentions for your products
- Host a free teleseminar or webinar and provide value
- Become an instant author, and have a hard copy book to your credit.
- Utilize the power of e-zine advertisements