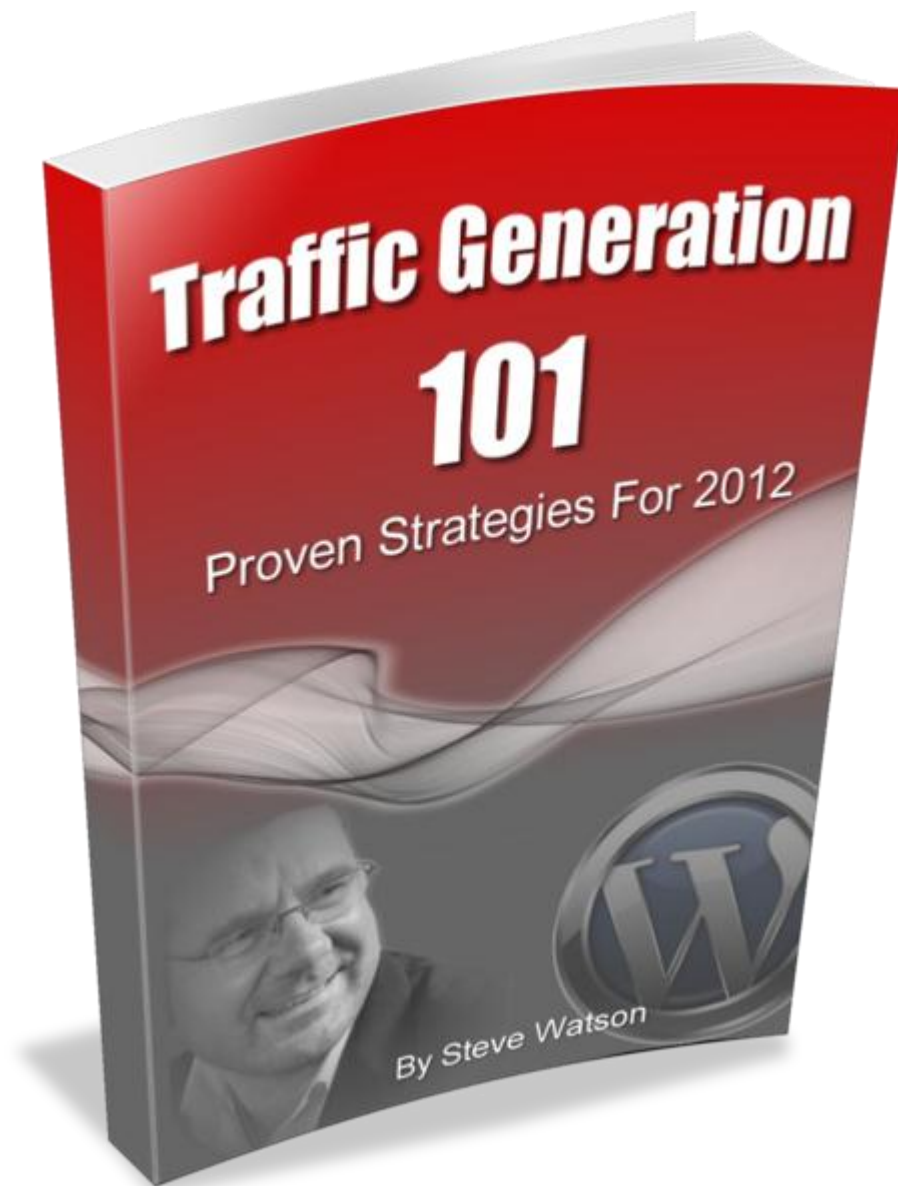


# Traffic Generation 101

How to create a traffic generation strategy, get your website found and convert visitors into leads.



## **An Introduction to Traffic Generation and this Book**

Hello and welcome to this guide to traffic generation. You're in the right place. It's assumed that you have a website at this time or may be launching on in the future. Excellent! The information you find within this book will be everything you need to send quality traffic to your website ...

The number one question people ask about running a website is "how do I get traffic?". Traffic makes or breaks a website and is the main factor in the overall success of a website. However, you don't need *tons* of traffic to your website in order to be a success – only traffic that *matters*.

In this book, you will learn the main differences in the types of traffic and website visitors you need to aim for. You will also learn a variety of proven traffic generation methods that work for any website *if* you are willing to put in the time and resources. You will also learn how to convert your website visitors into community members and action takers. Finally, you will learn advanced traffic methods that go well beyond the basics, will be more difficult but will ultimately result in a massive flood of website visitors.

If the thought of having all the traffic you need to your website sounds like something you're willing to work toward than you're in the right place. This book is a little lengthy but it had to be so because there are so many elements to gaining visitors to your website in the *correct* manner.

There are no short-cuts when it comes to traffic generation. There are plenty of fake "push-button" and "automated software" that claim to send you massive traffic with just a few clicks of a button but these are programs that will only leave you with less money in your pocket. The *best* approach to traffic building is to take logical steps and apply strategies that are built on a foundation of proven methods that have always worked for website owners. These aren't "secret" techniques; they are actually very common sense but are hidden until you become aware of how to do them.

If you're ready to start working toward building traffic to your website than let's get started with the biggest subject of them all, why traffic matters ...

### **Chapter 1: Why Traffic Matters**

Traffic is the life-blood of every website; without it, your website is forever doomed to obscurity. Without web traffic and visitors, your content will not be found, you won't build a community, you won't sell products and you'll be wasting your time building a website that nobody visits.

Before you get too frustrated with the thought of doom and gloom because of the lack of web visitors don't worry because there *are* easy ways for you to get people to your website that doesn't require a massive budget or spending all day in front of the computer.

In fact, many of the traffic generation strategies within this book can be done by just about anyone. The main ingredient for building traffic is the willingness to work and apply the proven methods that work for millions of other websites.

Now that we know what the *lack* of traffic does, let's look what happens when you *do* have website visitors:

- You can build an online brand because people are aware
- You can build an online community because people found your site
- You can share a message
- You can tell a story
- You can reach customers if you're selling a product or service
- You can leverage your skills into new, exciting ventures
- You can earn an online income and leave the 9-to-5 job

There are no promises to each of these claims because it really comes down to how much effort you are willing to put into you website. After all, all the traffic in the world doesn't matter if you have nothing to offer people once they land on your website.

For this reason, it's important to always make sure that your website has a *goal*; some kind of *reason* for existing. This may be as simple as sharing stories about your day or all the way up to building a business. The *purpose* of your website is what matters because it's this *reason* that you will be able to build the type of traffic that takes action.

Now that you understand *why* you need traffic, let's look at the *type* of traffic that matters ...

## **Chapter 2: Quality vs. Quantity – The Traffic that Matters**

There are two types of website visitors:

- Those that visit and bounce
- Those that visit and take action

Which makes the most difference for your website? If you chose the later than you hit the nail on the head.

There *is* a difference in the type of visitors to your website. When people land on your site and fail to take action than it's nearly the equivalent that they didn't even visit in the first place. For this reason, you need to take the *right* approach to building traffic so you can ensure that your visitors take action such as subscribing to your website, buying a product or service you have to offer or merely sharing the information with others online.

The approach to driving people that take action and convert is the process of gaining *targeted traffic*.

Targeted traffic is the result of the type of information you create, keywords you focus on, platforms you share your message, copywriting and call-to-actions. Every part of your website is a factor for keeping visitors on your website from the design to the smallest sentence you write. There *is* such thing as junk traffic and that's the type you don't want.

You should always aim to build *quality* traffic instead of just aiming for *quantity*. As noted, a website can have hundreds of thousands of visitors but if no one takes action then the time and resources getting people to the site go to waste. It's a numbers game. It's better to have smaller amounts of website visitors that *do* take action than to be allured into building a massive traffic funnel that results in nothing.

How do you gain *targeted* traffic to your website? Here are some of the factors:

- The websites or blogs you write for are relevant to your niche
- The keywords and copy you apply to your site speak to your desired reader
- The call-to-actions specifically state what you want people to do
- The content you create satisfied a need for people that want to apply the information

Here is an example of the differences between *targeted* and *non targeted* traffic:

- John has a website about cars. He wants to get traffic but isn't sure who his audience truly is so he writes articles on sports websites. Some of the sports website readers checks out John's car website but doesn't find the information relevant because they may have thought there would be a mix of sports information with the car industry. The visitors leave and make a mental note to never bother with the site.
- Jane has a website about training cats. Jane writes articles for websites of cat owners and cat enthusiast. The website readers, obviously interested in cats, want to learn more about training their cats so they check out Jane's website. They find relevant information based on their interests and decide to stick around to read more content. Eventually, they enjoy the site so much that they subscribe to the email newsletter and even share some of the information with their friends who own cats.

Although these two examples are a little crude it still shows the difference between the types of traffic that you can send to your website. Spending all of your time creating content and copy to drive people to your site that don't find any of your information relevant to their interests will be a waste of time. On the flip side, taking the time to specifically reach out to your desired reader will ensure that your actions have value and people will stick around long enough to take action because what you have to offer is what people want.

The best approach to determining your type of traffic you need is to take a introspective look into who you are and the type of community you write for. Get active on social media and examine the types of conversations people have with one another. Browse forums to see common themes about what people chat about. Ask your existing readers information about their age, interests and what they would like to see in your website.

Collect as much information about your readers and community so you can make a great judgment into the type of visitors you want on your site. Having a specific type of visitor in mind will make sure that your traffic generation strategies will be applied to those that *will* take action.

In the next chapter, you will learn some of the common traffic generation strategies which, when applied, can work for *any* type of website ...

### Chapter 3: Traffic Generation Methods that *Work*

You're now in the chapter you have been waiting for; the chapter that takes you through the *proven* methods that brings visitors to your website. Before you begin, remember that to maximize the effectiveness of the following tactics you *must* be willing to put in the time and resources. You could put in half of the effort but you're only going to get half the rewards. You can aim to create quantity or you could go for quality. The more work you put into each tactic the greater return you'll have on your time investment.

*On that note, here are ten proven strategies for getting people to your website:*

**Optimize your Website for Search Engines.** Improve your search engine rankings from the ground up by applying SEO elements to your website such as optimizing it for your main and secondary keywords. Apply keywords to your title, description, heading tags and other on-page elements. Begin building backlinks to your website using relevant keywords. Optimizing your website for search engines will improve your overall ranking in search engines and ensure that each other method of traffic generation will perform at their maximum ability. Organic traffic has a higher chance for gaining your website targeted traffic if you focus on long-tail keywords. These long-tail keywords are very specific styles of searches people use to find relevant information; it's so focused that you almost guarantee that people will read your content if you appear for the specific information they are looking for.

- **Launch a Blog on your Website.** Search engines, like Google, love when a website has new content. One way to deliver new content without the hassle of creating new pages in HTML is to utilize a content management system, such as Wordpress, to create a blog for your site. The blog will allow you to easily publish new content from many different forms from print to audio, all the way to video. The content you create on your blog will be picked up by search engines and added to search results. Likewise, your content will help fuel the content you share on social media and give people something to share to their own friends, as well. There are additional ways to optimize your blog using SEO plugins and the widget features of most blogging platforms will let you add other traffic generation methods like list building with email newsletters and RSS subscription!
- **Guest Blog Post or Write Articles on Relevant Websites.** A powerful way to gain new website visitors is by sharing your information on relevant websites or blogs. Writing a guest post or article puts you in the spotlight of a new community and also lets you build valuable backlinks to your website. The articles or posts you write for websites should be extremely informational and tell a story; doing so will bring brand awareness to your site and encourage people to come visit to see what else they can learn from you. The best approach to this traffic method is to find a few relevant blogs or websites in your niche and ask if you could write a regular piece of content for them. The constant spotlight you gain from having a regular content piece will keep you on the minds of these website viewers; this can result in gaining a steady increase in traffic with each new piece you submit.

- **Get Active on Social Media.** Sign up and participate on social media platforms like Facebook, Google+, Twitter, LinkedIn and Youtube. Each of these social platforms give you a direct connection to people that are interested and already talking about your niche. Use the built in search tools on each of the social platforms to hunt down people that are talking about the topics you write on your own website. Friend and follow users that are your type of visitors, share content with these people and be generally helpful. The relationships you create with people on social networks will create excellent conversations that others would like to join in on. Start up discussions and mention content you have on your site; you can pull in all sorts of great, targeted traffic by just being a little bit social.
- **Build and Utilize an Email Newsletter.** Sign up for a newsletter service such as Aweber or Mailchimp. Email services lets you build an email list so you can have direct contact with your website visitors and deliver your messages straight to their inbox. Most email services allow you to easily embed list opt-in forms which can be applied to area on your website like the sidebar or its own page. To increase your opt-in rate, create an incentive for people to join your list by giving away great, free information in the form of an ebook, report, videos or even an email course. People that opt-in to your list are far more likely to visit your website on a regular basis because you'll be able to deliver new content to them whenever a new content piece is published on your site. Additionally, you can use your list to learn more about your visitors; this information can be used to help focus your message so you gain more targeted traffic.
- **Create and Share a Video Online.** Expand your content offering by shooting, editing and sharing a video on websites like Youtube or Vimeo. Your website is a great place to share content with people but not everyone in your community will read lengthy articles or blog posts; many people are visual learners so instead of missing out on this opportunity to reach people you can catch them at the pass. The video sharing websites, like Youtube, also give you the chance to appear in search engines for highly competitive terms because so few content creators have yet to capture the video market. Shoot a video covering the best information you can deliver, edit the video down to quickly get people through the video and be sure to include your website link so people can find you. Video helps you stand out from otherwise crowded niches; tap into this amazing platform by investing a bit of money for a small camera or screen capture software. An hour creating a video can lead to years of constant website visitors.
- **Participate on Relevant Niche Forums.** Do a search for your "keywords" + "forum" to find relevant forums within your niche. Forums are a great place to find people interested in your niche. These platforms have highly passionate users that talk for hours on end about every type of topic related to your niche. Get active on these forums by signing up and begin talking with others by participating in threads. Start your own threads and share the best information or stories that you can. Work hard to create a "sticky" post which gets stuck to the board for everyone new to see and read. Fill in your forum signature with an enticing headline and link back to your website. Constant activity on a forum will put you right in front of the same type of people that are likely to visit your website; these are highly targeted people. Convert people once they're over to your site and you'll create passionate community members that will take your

message back to the forum and help bring even more to your site because they feel compelled to share your great information.

- **Launch an Audio Podcast.** Just like video, create audio podcasts to catch people that may not necessarily enjoy reading lengthy posts or watching online videos. Podcasts are a great way to connect with people because it allows them to continue with what they were doing while listening to your information in a passive manner. Deliver incredible content and mention your website before your sign off; give them your website address where they can find you. You can get started with creating podcasts by investing in a microphone which will cost you no more than \$10. A \$10 investment can be a limitless amount of traffic as long as your podcast can be found online; add this channel to your traffic generation strategies.
- **Advertise your Website Online.** Advertising your website online is a lot cheaper than you may think. Platforms like Google Adwords can be as low as a few cents a click. Most online advertising platforms allow you to bid on specific keywords for your niche, share your advertising copy and give a link for people to find you. Google Adwords ads can show up in search results, in Google, and even on websites that have AdSense installed. There are other forms of online advertising you can tap into as well such as direct advertising on relevant websites if spots are available. You could also have paid reviews of your website on bloggers or website owners that are willing to do so. You could even sponsor online videos or podcasts. A small budget can go a long way if you test out and optimize the platforms that you advertise on – try it out and expand your channels!
- **Tap into the Offline Platforms.** The web is the first place you think about when generating traffic but don't discount offline platforms! Offline platforms like print in the newspapers or magazines circulate to millions of people. TV advertisements are expensive but are still effective. Share your link on billboards, business cards, direct mailings, posters, t-shirts and more. There are a massive amount of people in your immediate area that could be your website readers; they just need to know you're out there. Likewise, you could reach out to other local markets by contacting advertising and marketing platforms in other cities or even countries! You're not limited to just online methods, get active offline and you can capture a flood of targeted visitors to your website with the right ingenuity.

There you have it; ten of the most powerful traffic methods that have proven to be effective for *all* websites that apply them. Two of the underlying elements of many of these methods require you to create some form of content. Content is what gives your website the fuel to get noticed in search engines and social media. The other factor comes from the interactions you have with people online. Combine these two elements and you will create such a strong online presence that targeted visitors will be flooding your website.

In the next chapter, you will learn the final element of building a high traffic website – keeping people coming back to your site over and over again, building a community and making them stick ...

## **Chapter 4: How to Convert Traffic into Community Members**

The final element of traffic generation is actually *keeping* people on your website and getting them to join your community. Once you've built a community you will keep a steady stream of traffic to your website. Each new piece of content you release will be delivered directly to your readers. In time, the larger your community the greater opportunities you have at becoming a well known website.

*Here are a few ways that you can get people to stick to your website:*

- **Include RSS Subscription Options** – RSS, Really Simple Syndication, gives your website visitors a unique feed to stay updated with your latest content releases through the use of RSS readers. The invention of RSS was to aid people that would normally visit dozens (even hundreds) of websites the ability to easily scan and stay up to date with website content without needing to visit each individual website. Although not everyone will use RSS, your more technical readers will understand what it represents and will utilize the feed to consume your content.
- **Include Email List Options** – Nearly everyone online uses email; you can reach your community by including an email subscription option on your website using services like Aweber, MailChimp, iContact and dozens of other options. Email list building gives you direct access to your community through their inbox and is a great way to keep people coming back time and time again; it doesn't need to be just for traffic generation. The choice to subscribe through email tells you that people want to receive your message. Since most people have email it's one of the best options for creating a sticky website; you'll be able to reach nearly anyone online through this channel.
- **Share your Social Media Profiles** – Include links to your social media profiles like Twitter, Facebook, Google+ and many others. People may not be immediately aware that you are on social platforms so get straight to the point and let people know by sharing your link or include buttons for people to click and be driven to your social media profiles. Twitter, Facebook and Google+ has begun to replace email and RSS subscription models because they are easier to use and add a social layer to discuss the content matter. Join up on these major platforms and you will create a method for people to stick to your website because you'll be able to easily update them with new content.
- **Distill a Need for Repeat Visitation** – You can get people to stick to your blog if you constantly remind people that you have great content on a regular basis. Not everyone is going to sign up for your subscription options so the next best thing you can do is to let people know when you release new content and what they can expect. Create cliff-hangers in your content and get people excited about the next post; this will keep people always checking back to see if you have something new to offer.
- **Highlight your Readers** – Shine the spotlight onto your visitors by talking about them within your website content. Sharing experiences you've had with your community members creates an excitement that they may get the spotlight in the future. This highlight of people gets them to be very active in your community because they see a



reward for participation. Highlighting your readers can be as simple as including a quote from them in your content or doing a full piece about a visitors own website.

- **Install Forum Software** – Forums are excellent to get people coming back to your website over and over again. A forum creates a natural community that people feel a part of; they won't want to leave if they know they have friends on the forums. Even if they people don't always read your content they will be active on the forum if they have made a name for themselves.
- **Open up to Guest Posts** – Allow guest posts on your website just as you have used to bring people in through you own guest posting on relevant websites. Opening up to guest posts will get people interested in participating on your website. Even after someone leaves a guest post they will feel more apart of the community and keep checking in from time to time – they may even write for your website regularly; not only do you get a community member but you get traffic to boot!

You should always strive to convert your website visitors into community members by keeping subscription options open. Having people stick to your website will help drive up your traffic because each new subscribe means a regular visitor. Likewise, your subscribers will help to promote your content whenever you have something new on your website.

Each new subscriber you gain will put you one step closer to a website that has perpetual traffic. In time, your community will do the majority of the promotional “work” and lead to traffic spikes every time you have content to share. Strive to get one new person on your list every day; in enough time, you'll have thousands that visit your site on a daily basis and from there it's only up.

In the next chapter, you will learn some of the *advanced* traffic strategies used to take your traffic to the next level. These techniques require a lot more work than the others described previously but have the potential to drive nearly *double* the amount of traffic and have sustainable levels for many years on end ...

## Chapter 5: Advanced Traffic Generation Methods and Beyond

The traffic tactics you've learned up to this point can easily be done by anyone with a website and the willingness to put in the time and resources. However, only limiting yourself to the basic methods will begin to level off in time due to the limited reach you have with online platforms. This section will share some of the *advanced* techniques to gaining website visitors that aren't for the lazy; each of these methods require you to go above and beyond to reach new communities that may not be accessible with your current strategy.

*Here are four advanced strategies that have the potential to explode your targeted traffic:*

- **Write for a local magazine or news publication** – Popular magazines and local newspapers are a traffic goldmine. Traditional platforms in print (magazines and news) reach millions of people around your area and even across the country. One way to tap into these new markets is by giving away quality information on each of these types of

publications. Contact the editors for your local news papers or magazines to see if they would be willing to let you write an informational article toward your niche readers. In exchange for the free writing, you could ask to include the link to your website in the author byline within the article. Writing for local publications lets you tap into the perfect website visitor and even make a name for yourself within the local area. You could step up your strategy by going after larger publications that are distributed to millions all over the globe. All of this takes time and requires you to go outside your comfort zone but landing a print writing gig to promote your website has the potential to ramp up your traffic exponentially.

- **Hold or attend local workshops** – You’d be surprised by the amount of people that may be interested in what you’re doing online within your local area. You don’t have to limit your website visitors to only those that are active online; there are hundreds, even thousands, of individuals in your city that could become community members. One way to break into this form of advanced traffic tactics is to hold or attend local workshops. You could lead the workshop by teaching what you know about your niche and capture the attention of your attendees. If you deliver a great presentation you’ll more than likely be greeted by many people that would like to learn more from you; at this time you could point people to your website for additional information. You could also leave a lasting impression by giving away printed materials which have been created from your online work; this could include your website URL and give people a way to understand what you offer when they’re not in front of the computer.
- **Join Venture with others** – There are potentially hundreds of other website owners that are targeted the same market as you are. These other website owners have often taken the same approaches to traffic generation and community building as you have; this means they most likely have an email list or some way to easily connect with their communities. One of the advanced traffic generation methods is to work together with these fellow website owners by doing joint venture partnerships. JV partnership is the idea that you will share a persons message if they share yours; it’s very similar to guest writing for other websites but you’re directly tapping into their lists and subscribers. JV promotion can be anything from being included in an email to a list to a website owner’s endorsement within a content post. This style of traffic generation becomes extremely valuable if you are launching products in your niche; JV promotion can lead to greater sales because you are tapping into the trust the other website owners have built in their list. However, be careful with who you partner with because there *are* some people out there that only want to *steal* your community and exploit them; be smart about your joint ventures.
- **Create a Branded Product** – Develop and launch a product around the information and niche you’re working on. There are thousands of websites within your niche that are teetering on the edge of popularity but what’s stopping most of them is the fact that they haven’t gone above and beyond by creating their own product. Having a product immediately makes you an authority within your niche; it shows that you are a key player in your market and you have what it takes to step up the game and deliver incredible information to your community. Much like a business, a product will differentiate your website from all the others. A great product will create buzz amongst your community and others on social media and relevant websites. Add in an affiliate

program and you will have people that promote your products (and website) in exchange for a commission; you create a virtual army of salespeople that do their best to get people to your website – that’s powerful!

There you have it. You are now the master of your own traffic destiny. The information you’ve learned in this section and the previous ones are more than enough to build a great community around your website. The trick to each of these methods is to employ them every day. Create new content, share it with others and capture people on your website. Repeat this as much as you can and you will increase your website visitors with each passing day until the point you no longer need to put in your own time and resources – your community will generate all the traffic you need.

## **Conclusion**

Congratulations! You’ve made it. In this book, you’ve learned the differences in website traffic, tactics you can apply to get people to your site, how to make people stick and some additional strategies to take your traffic to the *next* level.

As it was noted in the very beginning, traffic will come to those that are willing to put in the time and resources. There are dozens of “push button” systems and “automated” tools that promise you incredible amounts of traffic but these only make a play for your money; they die off only after a few months and once they do you are left with very little traffic. The better choice is to understand the *systems* and *strategies* that lead to long-term traffic generation.

Every time you create a new piece of content you can employ many of the traffic strategies detailed in this book. The content you create will be the greatest marketing tool in your arsenal; nearly form of long-term, sustainable traffic method taps into this element. The real winners are those that tap into the diverse platforms and channels to reach their niche communities and pull them in to become subscribers.

If you master just one of these methods of driving people to your website you will begin the process of building a successful website. Once you understand how to properly use one of the methods to driving traffic you should move to the next and begin the process of mastering all over again. Each new tactic you master will be yet another tool in your traffic generation arsenal. You can only go up from there.

Thank you for reading this book. There is no guarantees that your website will be successful because it really comes down to the amount of *work* you are willing to put in. If you do put in the *work*, you can certainly see a return on your investment. Once you control the traffic, you control the destiny of your website. Best of luck!