

Mommy, Where Does Traffic Come From?

Everything you need to know about traffic
and nothing you don't



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Introduction (AKA another wasted page)



- ✍ My name is Ana Hoffman; [I am the founder of Traffic Generation Café.](#)
- ✍ If I were a cartoon character, I'd look just like that.
- ✍ Don't let the number of pages scare you – it's an easy read with lots of screenshots and white space.
- ✍ Have a question? [Ask me on my Facebook page.](#)
- ✍ Think this content is valuable and would love to get on my good side? **Mention Traffic Generation Café in your next blog post.**
- ✍ If you'd like to distribute this traffic guide, like offer it as a freebie to your own email subscribers, feel free, but please keep it intact.
- ✍ I do have a few affiliate links in this guide. If you decide to purchase anything through any one of them, it would make my day.

ENJOY!

Chapter 1

The Boring Stuff

Let's State the Obvious

Traffic is the bloodline of your business.

However, there's something you need to understand about traffic generation right off the bat.

Your basic traffic generation strategies are always the same whatever the niche and your job is to:

- ✎ fully understand your options and
- ✎ apply them to your business *better than your competitors* do.

What Are Basic Traffic Sources?

Google Analytics breaks all traffic into three basic traffic sources:

- ✎ Direct traffic
- ✎ Referral traffic
- ✎ Search engine traffic

Chapter 2

What Is DIRECT TRAFFIC?

Strictly speaking,

Direct traffic is the type of traffic that comes to your site without "the middle man".

The two most common ways direct traffic gets to your site are:

- ✎ When a visitor types your URL directly into their address bar;
- ✎ When a visitor come to your site via a bookmark.

In both cases, it is assumed that the visitor already knows about your site.

Direct traffic can also mean:

- ✎ Traffic coming from untracked email campaigns and newsletters;
- ✎ Traffic from links in documents like Word, Excel, or PDF;
- ✎ Traffic coming from 302 and some 301;
- ✎ Traffic from security-restricted environments;
- ✎ and many more.



If you have the time and interest to learn more, here's a good resource: [an article published by Avinash Kaushik](#).

Is Direct Traffic Important?

Extremely, and here's why.

1. Brand recognition.

Direct traffic means:

- ✎ those visitors already know who you are;
- ✎ they already recognize you as an authority on the subject;
- ✎ they want to learn more from you;
- ✎ they trust you;
- ✎ *they are more likely to buy from you.*

2. Independent Source.

Direct traffic doesn't depend upon:

- ✎ Google algorithm changes;
- ✎ Facebook privacy policy mishaps;
- ✎ Twitter account bans;
- ✎ Someone not liking the way your sidebar is aligned.

Once you develop it as a source and continue providing valuable content, it will continue to grow all on its own.

3. Warm Market.

Direct traffic brings:

- ✎ some of the **warmest and easiest to convert leads** you can ever get.

You don't need to prove yourself to them.

They already know what you are all about.

How to Increase Direct Traffic

1. Become the master of your niche.

- ✎ choose your niche wisely,
- ✎ stick with it,
- ✎ keep it narrow,
- ✎ develop your brand,
- ✎ become a true expert in it.

Then and only then, your readers will put together:

YOU + YOUR SITE = ANSWER TO THEIR PAIN / PROBLEM

That's your sweet spot.

2. Give.

Relentlessly provide value.

Find ways to give giving a whole new meaning.

Practical examples:

1. [Friday Blog Audit series](#):

In this series, I did extremely thorough audits of different blogs to show the owners what practical changes they can make to significantly increase their traffic, conversions, and income.

2. [Sunday Coffee with Ana](#):

I did live broadcasts every Sunday morning on my Facebook fan page, where I invited my readers to come and interact with me live, ask questions, network, etc.




3. [Traffic Q&A](#):

In this post, I offered my readers to answer any traffic generation questions they had.

Creating opportunities to get your readers involved is the key.

3. Pick a Great Domain Name.

You need a domain name that is easy to

-  remember,
-  spell, and
-  come back to.

That's another reason keywords in a domain name work so well - think of "*traffic generation*", and *TrafficGenerationCafe.com* comes to mind easily.

If you feel your current domain is not up to par and you've got something much better in mind, don't be afraid to change it.

I did it.

My blog used to be called "*YourNetBiz Attraction Marketing Café*".

It went nowhere.

I needed a fresh start.

So I refocused and tightened my theme around "*traffic generation*", transferred everything under the new domain name, and started from scratch.

Sure it was a pain in the neck.

But it was well worth it.

Traffic Generation Café speaks for itself.



IMPORTANT: don't just change the name.

Change your **BRAND**.

Yes, that means change the look and the feel of your blog altogether.

If you don't know how to do it, get the right theme that offers

- ✎ diversity of templates,
- ✎ ease of use,
- ✎ good SEO structure,
- ✎ and great support.

I've been using [Thesis theme](#) from the start and it allowed me to do all that and more.

4. Build a Community.

No blog is an island.

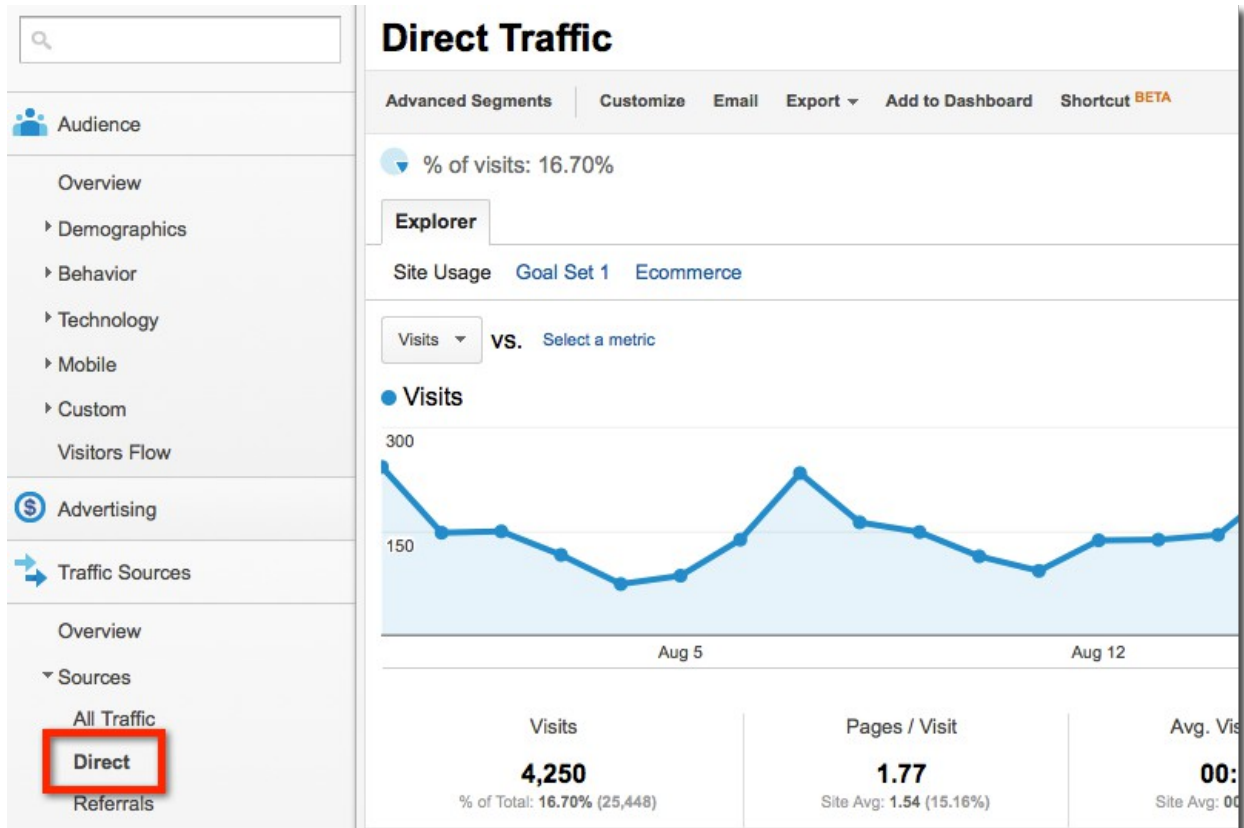
Building a community of responsive readers should be one of your primary goals of building a successful blog.

Your reader community will:

- ✎ bring constant and consistent direct traffic;
- ✎ spread the word about your blog via social media;
- ✎ link to your posts;
- ✎ provide you with the social proof you need to draw in new readership.

How to Track Direct Traffic in Google Analytics

From your Google Analytics (GA) Dashboard, go to *Traffic Sources => Sources => Direct*



There is one caveat to keep in mind when tracking GA direct traffic:

YOU

By default, GA tracks your time spent on your site as direct traffic.

The same goes for any outsourcers you might hire to help you out: web designers, virtual assistants, etc.

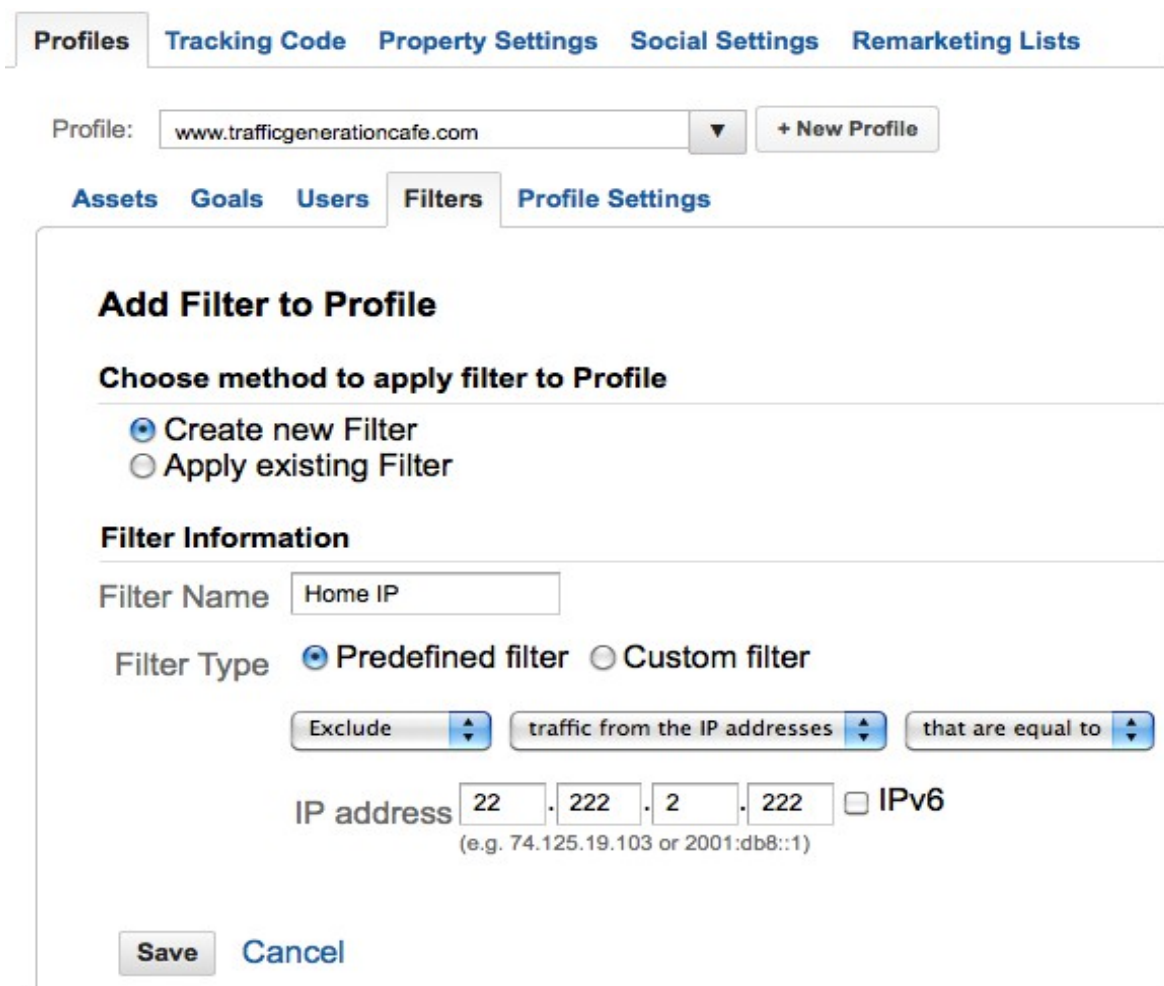
You need to tell GA to stop it.

How to Exclude Your IP Address

1. Establish your IP address as well as IP addresses of all your blog helpers. The simplest way to do it is to go to <http://whatismyipaddress.com/>.

2. Create a filter in your GA account:

1. Click the **Admin tab** at the top right of any Analytics page.
2. Select the profile for which you want to create the filter.
3. Click the **Filters** tab.
4. Click **+ New Filter**.



The screenshot shows the 'Add Filter to Profile' dialog in Google Analytics. At the top, there are tabs for 'Profiles', 'Tracking Code', 'Property Settings', 'Social Settings', and 'Remarketing Lists'. Below these, the 'Profile' dropdown is set to 'www.trafficgenerationcafe.com' with a '+ New Profile' button. Underneath, there are tabs for 'Assets', 'Goals', 'Users', 'Filters', and 'Profile Settings'. The 'Filters' tab is active, showing the 'Add Filter to Profile' section. It asks to 'Choose method to apply filter to Profile' with two options: 'Create new Filter' (selected) and 'Apply existing Filter'. Below this is the 'Filter Information' section. The 'Filter Name' is 'Home IP'. The 'Filter Type' is 'Predefined filter'. The filter is configured to 'Exclude traffic from the IP addresses that are equal to' the IP address '22.222.2.222'. There is an unchecked checkbox for 'IPv6'. At the bottom, there are 'Save' and 'Cancel' buttons.

5. Create a name for the filter.
6. Select **Predefined filter** and choose the fields as shown in the image above.
7. Enter your IP address.
8. Click **Save**.



Fair warning: Once you apply the filter, your direct traffic stats might drop significantly, but at least you'll be tracking them the right way from this point on.

Final Thought on Direct Traffic

Much of your direct traffic will be a by-product of your authority and brand.

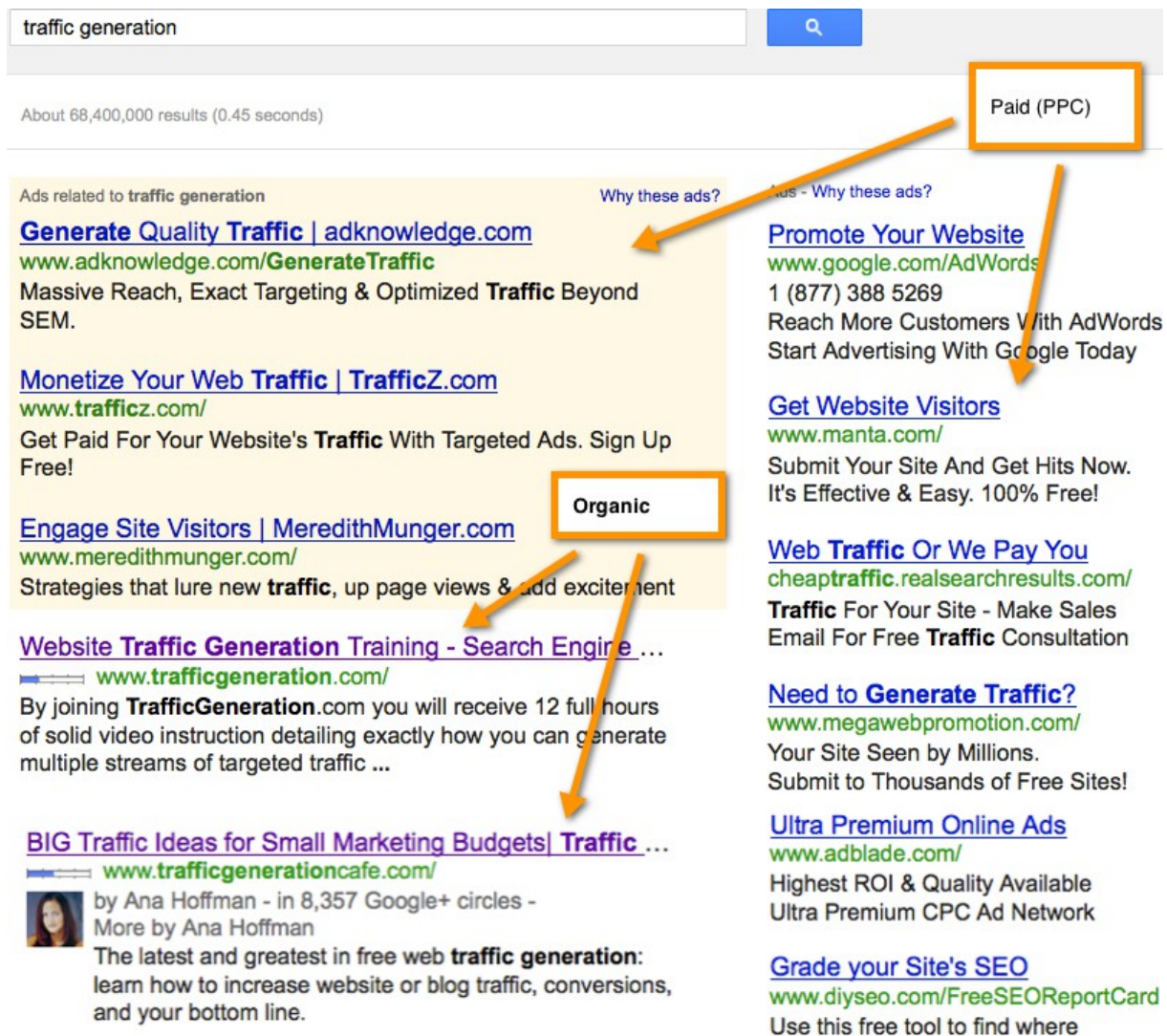
The more established you get, the more people hear about you and your incredible solutions to their problems, the more of them will end up on your blog.

Chapter 3

What Is SEARCH ENGINE TRAFFIC?

All visitors that come to your blog via search engines are referred to as **SEARCH ENGINE TRAFFIC**.

When someone searches for a particular query, they are presented with a search engine results page (SERP) with two options: organic results and paid results.



The image shows a search engine results page for the query "traffic generation". The search bar at the top contains the text "traffic generation" and a search button. Below the search bar, it indicates "About 68,400,000 results (0.45 seconds)".

The results are divided into two sections:

- Paid (PPC):** This section is highlighted with an orange box and labeled "Paid (PPC)". It contains several advertisements, including:
 - Generate Quality Traffic | adknowledge.com**: www.adknowledge.com/GenerateTraffic. Massive Reach, Exact Targeting & Optimized Traffic Beyond SEM.
 - Promote Your Website**: www.google.com/AdWords. 1 (877) 388 5269. Reach More Customers With AdWords Start Advertising With Google Today.
 - Get Website Visitors**: www.manta.com/. Submit Your Site And Get Hits Now. It's Effective & Easy. 100% Free!
 - Web Traffic Or We Pay You**: cheaptraffic.realsearchresults.com/. Traffic For Your Site - Make Sales Email For Free Traffic Consultation.
 - Need to Generate Traffic?**: www.megawebpromotion.com/. Your Site Seen by Millions. Submit to Thousands of Free Sites!
 - Ultra Premium Online Ads**: www.adblade.com/. Highest ROI & Quality Available. Ultra Premium CPC Ad Network.
 - Grade your Site's SEO**: www.diyseo.com/FreeSEOReportCard. Use this free tool to find where
- Organic:** This section is highlighted with an orange box and labeled "Organic". It contains several organic search results, including:
 - Monetize Your Web Traffic | TrafficZ.com**: www.trafficz.com/. Get Paid For Your Website's Traffic With Targeted Ads. Sign Up Free!
 - Engage Site Visitors | MeredithMunger.com**: www.meredithmunger.com/. Strategies that lure new traffic, up page views & add excitement.
 - Website Traffic Generation Training - Search Engine ...**: www.trafficgeneration.com/. By joining TrafficGeneration.com you will receive 12 full hours of solid video instruction detailing exactly how you can generate multiple streams of targeted traffic ...
 - BIG Traffic Ideas for Small Marketing Budgets| Traffic ...**: www.trafficgenerationcafe.com/. by Ana Hoffman - in 8,357 Google+ circles - More by Ana Hoffman. The latest and greatest in free web traffic generation: learn how to increase website or blog traffic, conversions, and your bottom line.

Both organic and paid traffic are referred to as search engine traffic.

They are reported under *Traffic Sources => Search* in your Google Analytics.

Rankings & Search Engine Traffic

Simply being listed on the first page of Google is no guarantee of search engine traffic.

Sometimes, no matter how highly your site is ranking for any number of keywords, search engine users aren't clicking on YOUR site, but rather your competitors'.

That's the case of a low CTR.

CTR stands for Click-Through Rate.

In the context of organic search results, CTR refers to how often search engine users click on your site listing out of all the times it gets shown in the search results.

Compare:

[J.K. Rowling](#)

 www.jkrowling.com/

... on how to change your cookie settings. Website and publishing rights TM and JK Rowling 2012. **Harry Potter** motion picture images © and TM Warner Bros.

and...

[Harry Potter - JK Rowling](#)

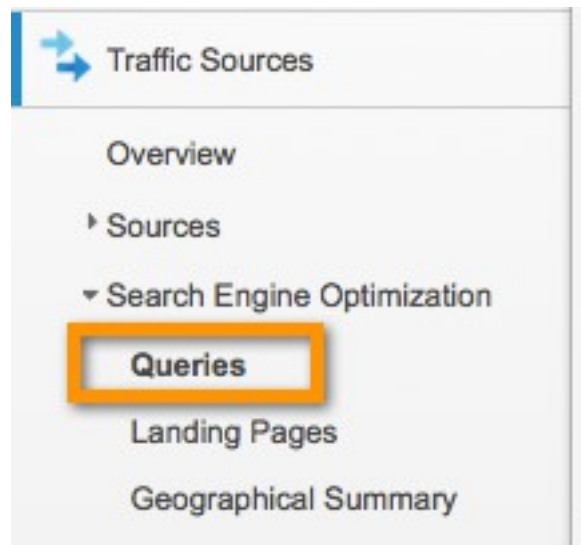
 www.jkrowling.com/en_GB/

J.K. Rowling official website. Welcome to J.K. Rowling's new website, the home of information about the author's life and work. We hope that you will enjoy ...

Which one are you more likely to click on?

How to Find Out What Your CTR Is

From your Google Analytics dashboard, look under *Traffic Sources* => *Search Engine Optimization* => *Queries*



How to Improve CTR

One great way to improve your CTR and consequently bring in more search engine traffic is to **take a look at your titles and descriptions** and ask yourself the following questions:

- ✎ Do they accurately reflect the contents of your post/page?
- ✎ Are they compelling enough?
- ✎ Do they give potential visitors a good reason to click on them?

Remember, it doesn't matter how highly your site ranks - if no one is clicking, you've got a problem that needs a fix, and quickly.

How Much Search Traffic Is Too Much?

Yes, there is indeed such a thing as too much SEO traffic.

Allow me to explain.

On average, Google makes about 500 algorithm changes per year.

500!

And each and every one of them threatens to wipe your website from the face of Google search results, very much like Panda/Penguin updates did to so many different sites.

Now imagine what will happen to your overall traffic picture if your search engine traffic dries up all of a sudden?

When you consider how long it takes to recover from a Google penalty for even small mistakes, like server downtime, forgotten redirects, etc., counting on search engine traffic as your primary traffic source is a bit foolish, to say the least.

So what is a good number?



As a general rule of thumb, ***no more than 40% of your referred traffic should come from Google*** because any significant change is bound to have a negative impact on your bottom line.

Chapter 4

What Is REFERRAL TRAFFIC?

Referral traffic is any traffic that comes to your site via a hyperlink from any other site.

When a user arrives at your site, referral information is captured, which includes the referrer URL if available, time and date information, and more.

Referral traffic is probably both the easiest and the hardest to get.

Why?

Because it's directly affected by the **QUALITY** of your **CONTENT**.

3 Reasons to Want More Referral Traffic

Referral traffic could be:

1. a great indicator of your brand popularity;
2. a great source of natural backlinks;
3. easy to get because it's entirely up to you and your own efforts.

Different Ways I Get Referral Traffic

Let me show you the most recent screenshot of my top 10 referral sites (*as of the writing of this book*):

Source	Visits	↓
1. t.co	463	
2. trafficgenerationcafe.visibli.com	401	
3. facebook.com	353	
4. nickstrafictricks.com	300	
5. warriorforum.com	273	
6. plus.url.google.com	171	
7. google.com	162	
8. 2startblog.com	117	
9. youtube.com	108	
10. basicblogtips.com	104	

Now let's see how I drive traffic from each one of these sources.

1. Social Networks

Social networks, especially Twitter and Facebook, are my largest sources of referral traffic.

Source #1 – t.co

T.co is a Twitter URL shortner, so all traffic with "t.co" as a source is Twitter traffic.

Source #2 – Visibli.com

The majority of traffic that falls under "Visibli" also Twitter traffic.

(Update: Visibli is now SharedBy.co)





If you are not using Visibli toolbar to generate traffic through Twitter, you are missing out.

Go to <http://sharedby.co/engagement-bar> and create/personalized your own engagement bar.

Mine looks like this (*just click on the link below to see it in action*):

<http://tgcafe.it/WWYtdU>

As you can see, I personalized mine with:

-  my picture,
-  blog title,
-  RSS feed (that's how I get click-throughs to my blog),
-  Twitter and Facebook sharing buttons.

I am a big fan of using Twitter as a traffic driving machine - as long as you know what you are doing and don't get sucked into it.

To learn more about how I mastered Twitter, check out this post:

-  [*How to Tweet Adder Your Way into Powerful Twitter Traffic \(Plus Coupon Discount Code\)*](#)

Source #3 – Facebook

I've been working on increasing my Facebook referral traffic by posting regular updates (2-3 times per day) on my Facebook fan page.

Yes, I do post links to my newly published blog posts there.

However, most of my updates have to do with various traffic generation tips, crowdsourcing possible future post ideas, and simply talking to my fans.

Result:

Facebook is now stepping on Twitter toes as a referral traffic source.

In some months, it actually brings in more traffic than Twitter.



To see first-hand how I generate traffic from Facebook, make sure to like my Facebook fan page, stay on top of my updates, and see what kind of updates in particular get the best reaction/engagement.



Click on it now before you forget! I know you...

Source #6 – Google+

Yes, Google+ is still alive and kicking.

So much so that it actually surpassed Twitter to become the second largest social media network.

Take a look at this:





I've only recently started to use Slideshare to add a little variety to my content, take advantage of Slideshare site authority to rank some of my presentations for keywords I couldn't rank for with my blog, as well as to drive traffic to my blog.

So far I am very impressed with the results.

[Take a look at what I am doing at Slideshare](#) and see how you can adapt it to your niche.

You won't regret it.

Will GooglePlus continue to grow?

Who knows...

However, it's a great referral traffic source RIGHT NOW and it's a shame not to take advantage of it, don't you think?

To learn more about Google+ traffic generation, check out my [Google Plus Bite-Sized Tutorial for the Busy Marketer](#).

Source #9 – YouTube

Yet another traffic source I ignore, but it still brings me traffic.

It just goes to show the power of YouTube.

Now imagine what would happened to my YT traffic generation if I actually bothered to get serious about it?

Food for thought... for me AND for you...

2. Other Blogs

Now this is powerful.

This traffic is the result of other bloggers mentioning my posts within their content.

I definitely know that it's not from guest posting (*I haven't written a guest post in months*) or blog commenting or any other links I dropped on their blogs.

As effective and responsive this segment of referral traffic is, it's also not easy to develop.

Being quoted by other bloggers comes with

 **Epic content**

and

 **Strong Relationships**

You can see my top blogging referrals under #4, 8, and 10.

How do you go about developing this traffic source?

There are no shortcuts here.

Here are some ideas of how you can get noticed at Traffic Generation Café:

 [5 Ways to Get Feng Shui Links from Traffic Generation Café](#)

I am sure the same methods will work on other blogs.

3. Forums

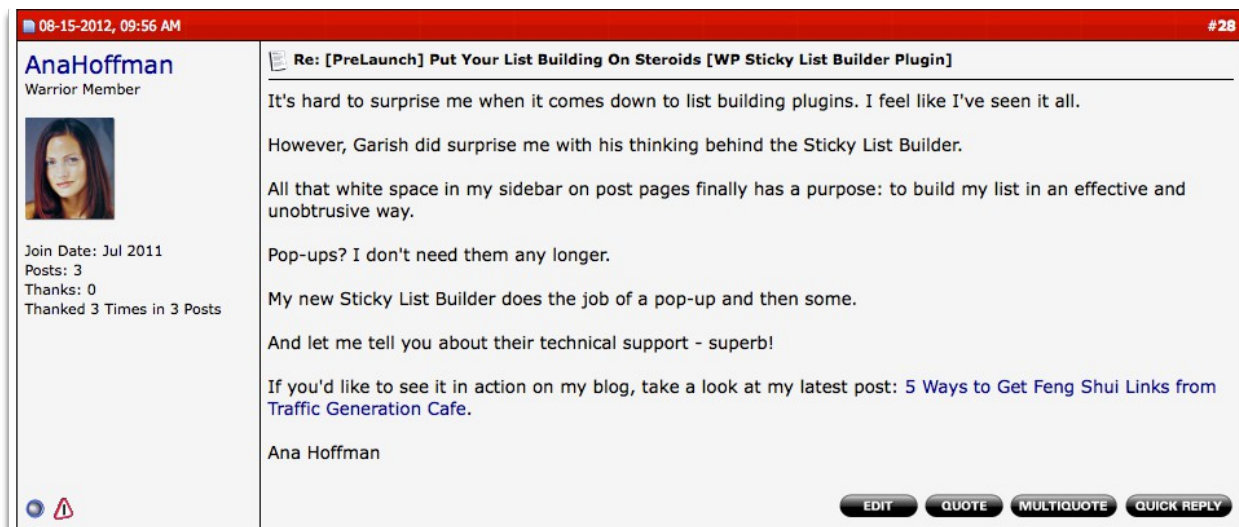
Source #5 – WarriorForum.com

This one came as a surprise, since I don't spend much time at forums.

As a matter of fact, my total number of posts at WarriorForum.com is 3 as of right now.


However, all three of them are posted as a testimonial and/or remarks on the top WSO products of the day.

Like this:



08-15-2012, 09:56 AM #28

AnaHoffman
Warrior Member



Join Date: Jul 2011
Posts: 3
Thanks: 0
Thanked 3 Times in 3 Posts

Re: [PreLaunch] Put Your List Building On Steroids [WP Sticky List Builder Plugin]

It's hard to surprise me when it comes down to list building plugins. I feel like I've seen it all.

However, Garish did surprise me with his thinking behind the Sticky List Builder.

All that white space in my sidebar on post pages finally has a purpose: to build my list in an effective and unobtrusive way.

Pop-ups? I don't need them any longer.

My new Sticky List Builder does the job of a pop-up and then some.

And let me tell you about their technical support - superb!

If you'd like to see it in action on my blog, take a look at my latest post: [5 Ways to Get Feng Shui Links from Traffic Generation Cafe](#).

Ana Hoffman

EDIT QUOTE MULTIQUOTE QUICK REPLY

I don't even have a signature in this post.

Just one link.

However, it sits at the top of the commenting thread for one of the hottest products of the day.

Being at the right place at the right time?

Not really.

Testing different products/courses/plugins is a part of what I do to promote Traffic Generation Café.

If I like the product, I send the creator my testimonial and ask them to add it to the sales page.

Some product creators do, some don't.

Don't let it stop you from trying though.

In addition to getting traffic from testimonials, I also recommend the products I test to my readers – yet another way to build trust with my readership and make extra cash.



A side note on ways to promote affiliate products:

1. [Create a product page on your blog.](#)
2. Link out to that page in your posts.
3. [Write reviews.](#)
4. Create a sidebar widget to list your reviews ([I currently use Author Hreview plugin](#) to link to mine.)
5. [Build a list](#) and *occasionally* promote your products/reviews.
6. Get creative and come up with unusual ways to point your readers to products you promote.

For example:

Featured Product

TweetAdder: How to Get More Twitter Followers Fast

Most bloggers have no idea how to use Twitter to drive free targeted traffic to their blogs. I do.

Twitter is my largest referral traffic source as of right now, and the only way to get the same results is with the help of TweetAdder.

[Learn more about my strategy here...](#)

[Read Review](#) [Add To Cart](#) [Want Your Product Here?](#)



(this is a featured box that took place of one of posts on my blog home page).

****** End of lengthy side note and back to using testimonials to drive traffic**

Another example of how I drive traffic through testimonials is WPSubscribers plugin.

[WPSubscribers](#) is the new kind of list building plugin that I immediately fell in love with the minute I laid my hands on it.

And I wasn't shy to express that to the plugin creator, who in turn posted my comment on the home page:



"...WPSubscribers ROCKS!..."

Since I've used and loved other list building plugins on Traffic Generation Cafe for a long time, I was skeptical of this new kid on the block, but also excited to see what the new plugin had to offer.

Well...

I couldn't believe my eyes, to be quite honest with you.

WPSubscribers ROCKS!

Ana Hoffman

<http://www.TrafficGenerationCafe.com>

There's no guarantee that your testimonial will be added to the product website, of course, but when it is, the payoff in terms of traffic and a quality backlink can be huge.

By the way, to see what all the noise about WPSubscribers is, read my full review of the plugin:

 [WPSubscribers Review](#)



4. Google.com

Source #7 – Google.com

There's a lot of bad information on where exactly Google.com referral traffic comes from.

It's NOT your search engine traffic - that one falls under "*Search Engine Traffic*" source.

Here are some possible referrers for Google.com traffic:

-  Google Reader: one of the most widely used RSS feeders.
-  Google Images

- ✎ IGoogle
- ✎ Google Groups
- ✎ base.google.com listings

A few things of note:

✎ **Google Reader**

There should always be one primary conversion action you want your readers to take.

Usually, it's a toss between

- ✎ signing up for an email list and
- ✎ selling a product and/or service.

You should never sacrifice either one of those goals for the sake of gaining more RSS subscribers.

At Traffic Generation Café, I barely display my RSS subscription box; it's currently placed all the way at the bottom of my footer.

Yes, it's nice to get repeat traffic from Google reader; however, I'd much rather have a direct access to my readers via email.

Those who want to read your blog via RSS reader will find your feed, trust me.

✎ **Google Images**

Unless you are in an image-driven business, I wouldn't worry about being listed in images.google.com.

It's a nice bonus, sure, but the traffic is usually largely untargeted.

Let Your Content Speak for Itself

Bottom line for ANY traffic source:

If your content sucks, so will your traffic.

Take a moment...

Let it sink in...

I know you heard it before, but it really is THAT important...

To get some bright ideas for that next great blog post of yours, be sure to visit this post with [202 bite-sized tips to increase your blog traffic](#).

Chapter 5

Where Do We Start?

So you need more traffic.

Welcome to the club.

Now what?

Sure, you can get a lot of *ideas* of what you can *potentially* do to increase your traffic.

So do you start with...

- writing a collection of ultimate guides to whatever?

- work on getting discovered by the big media?

- harnessing the power of Twitter?

- Facebook?

- Pinterest?

- start designing infographics?

But how do you know which traffic generation strategy might be best for YOUR niche?

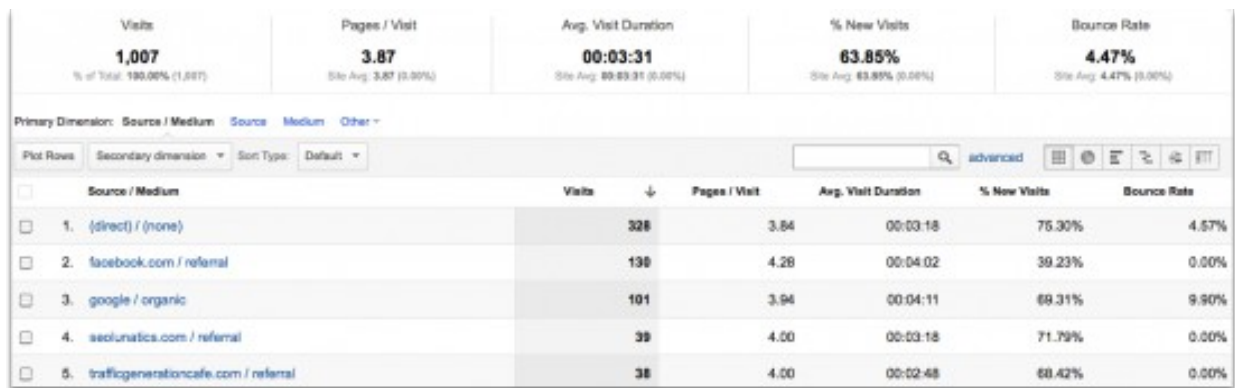
STEP 1: The Discovery

The best way to increase your traffic is to find out which current traffic source has the potential to grow exponentially and focus on it exclusively.

Google Analytics

Let's head over to your Google Analytics.

Pretend that this is the screenshot of your top 5 traffic sources:



Visits		Pages / Visit		Avg. Visit Duration		% New Visits		Bounce Rate	
1,007		3.87		00:03:31		63.85%		4.47%	
<small>% of Total: 100.00% (1,007)</small>		<small>Site Avg: 3.87 (0.00%)</small>		<small>Site Avg: 00:03:31 (0.00%)</small>		<small>Site Avg: 63.85% (0.00%)</small>		<small>Site Avg: 4.47% (0.00%)</small>	
Primary Dimension: Source / Medium Source Medium Other									
Plot Rows: Secondary dimension Sort Type: Default advanced									
<input type="checkbox"/>	Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate			
<input type="checkbox"/>	1. {direct} / (none)	328	3.84	00:03:18	75.30%	4.57%			
<input type="checkbox"/>	2. facebook.com / referral	130	4.28	00:04:02	39.23%	0.00%			
<input type="checkbox"/>	3. google / organic	101	3.94	00:04:11	69.31%	9.90%			
<input type="checkbox"/>	4. seclunatics.com / referral	39	4.00	00:03:18	71.79%	0.00%			
<input type="checkbox"/>	5. trafficgenerationcafe.com / referral	38	4.00	00:02:48	68.42%	0.00%			

(click on the image to enlarge)

Look at that: TGC is your #5 traffic source...

I should start charging you referral fees...



By the way, if you want to know how to REALLY get traffic from me, check out my [5 Ways to Get Feng Shui Links from Traffic Generation Cafe](#) post.

What we are looking for:

1. The top traffic generation source (*naturally*), that also has...
2. ...the most pages per visit and...
3. ...the highest average visit duration and....
4.the lowest bounce rate.

This is not exact science, folks.

We are not going to spend all day analyzing the stats.

Take a quick look at the numbers and ballpark your conclusions.

How I'd analyze stats above:

1. Bounce rate

Let's start with a side note first: the bounce rate in the screenshot above is unnaturally low.

If your bounce rate is in single digits, it doesn't mean you are doing that well.

It just means that one way or another you managed to paste Google Analytics tracking code twice in your blog.

For instance, you embedded it into your theme manually, then installed Google Analytics plugin.

Or you have Google Analytics plugin running, plus All-in-One SEO pack - and added your tracking code to both.

How do you know for sure?

Look up the source code for your home page and see if it mentions the tracking code twice.

If you don't know how to do it, check out [my post about bounce rate](#) for instructions.

The real owner of the data above was using two SEO plugins (Wordpress SEO by Yoast and All-in-One SEO pack) and both of them contained his GA tracking code.

2. Direct traffic

Most of the traffic in our example comes as a ***result of direct visits***.

Since you are practically an expert on direct traffic, you know that there's not much we can do to actively increase our direct traffic.

It usually builds up naturally as we increase our brand presence and overall authority.

3. Facebook

Looks promising.

The stats are good, the visitors seemed to stay a while and read a lot, which makes Facebook the perfect candidate for us to focus on.



A word about Twitter:

Twitter is not much of a traffic driver for this particular blog. As of right now, it's sitting in position #10.

Now it's possible that if the owner engages on Twitter more, then his traffic will increase.

However, remember:

Better a tanager in your hand, than a stork in the sky.

There's no need to mess with Twitter at THIS point.

Focus on FB, learn to generate more traffic from it, and once you've mastered it and found ways to put it on autopilot, THEN move on to the next source like Twitter.

Just because everyone else seems to think you should be on Twitter, your stats show otherwise.

4. Google Organic traffic

Search engine traffic is great, but it also takes time, knowledge, and consistency to start seeing results from it.

Not that you shouldn't strive to increase your SEO traffic, but I'd do it in parallel to something that brings more consistent results a lot quicker.

5. Other blogs

SEOlunatics.com and yours truly happen to be traffic sources #4 and 5.

Getting referral traffic from other blogs can certainly do wonders for your readership.

The usual ingredients to a successful referral traffic formula are:

EPIC CONTENT + RELATIONSHIPS + LUCK

Luck refers to being at the right place at the right time, like SEOlunatics.com.

I've never heard of them before, but here I am, mentioning them in my book.

By the way, don't worry about checking them out – your time is better spent elsewhere.



You can teach yourself how to write epic content.

[Conduct Unbecoming a Dull Writer](#)

To learn more about how to build profitable alliances:

[How to Increase Website Traffic Through Profitable Alliances](#)

Bottom Line

If this were my site, I'd prioritize my focus like this:

1. Facebook
2. Traffic from other blogs (guest posting and blog commenting)
3. SEO traffic

Alexa.com

What if your Google Analytics stats don't give you enough data to work with?

What if you have a brand new blog or returning to blogging after a long break or haven't really kick-started your traffic generation yet?

It's hard to qualify what "enough" data is, but here's a good example:

<input type="checkbox"/>	Source / Medium	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	1. {direct} / {none}	68		2.28	00:02:33	73.53%	50.00%
<input type="checkbox"/>	2. google.com / referral	57		2.42	00:05:11	0.00%	49.12%
<input type="checkbox"/>	3. google / organic	53		2.81	00:04:57	30.19%	32.08%
<input type="checkbox"/>	4. informationhighwaycardandgiftshop.com / referral	6		14.33	00:15:07	0.00%	33.33%
<input type="checkbox"/>	5. facebook.com / referral	5		1.20	00:00:01	40.00%	80.00%

click to enlarge

Since we have such a small sample of traffic here, it's hard to determine which one might be the most viable to focus on.

So we are going to take a look at potential competitors via Alexa.com and see what their biggest traffic source is.

It stands to reason that, if one site in a specific niche drives a sizable amount of traffic from a source, then another site in the same niche should be able to do the same.

By the way, this technique only works for sites that generate enough traffic for Alexa to compile their data.

In this case, I looked up "*short stories*" (that's what the site owner's niche is) on Google and found two potential competitors with enough traffic to analyze:





short-fiction.co.uk and classicshorts.com.


How to Find the Right Data on Alexa.com

1. Go to <http://www.Alexa.com>.
2. Enter your competitor's URL in the search window.
3. After the search is completed, scroll down just a bit and click on "Clickstream" tab.

Statistics Summary for short-fiction.co.uk

There are 179,942 sites with a better three-month global Alexa traffic rank than Short-fiction.co.uk, and the site is located in the UK. While we estimate that 25% of the site's visitors are in the... [Show More](#)





<p>Alexa Traffic Rank</p> <p> 179,943 Global Rank </p>	<p>Reputation</p> <p> 64,636 Rank in GB </p>
<p>Reputation</p> <p>133 Sites Linking In </p>	<p> (No reviews yet)</p>

 **Did you know?** You can enhance your Site Listing by displaying your Visitors and Pageviews. [Find out how!](#)

Traffic Stats
Search Analytics
Audience
Contact Info
Reviews
Related Links
Clickstream

Upstream Sites

Which sites did users visit immediately preceding short-fiction.co.uk?

% of Unique Visits 	Upstream Site
23.88% 	google.com
5.97% 	google.co.in
5.97% 	google.co.uk

4. You are done - it's that easy.

In this case, both competitors I looked up are driving the majority of their traffic from Google organic search.

If you click on "*Search Analytics*" tab in the screenshot above, you can also see which keywords bring the most traffic.

So, Lou's potential customers are looking for him on Google.

Time to kick up his SEO traffic.

What Are My Best Potential Sources?

As I walk you through these steps of finally discovering and harnessing your best traffic source, I am actually right there with you figuring out where my next best traffic source is.

So here's my Google Analytics screenshot:

<input type="checkbox"/>	Source / Medium	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	1. google / organic	13,004		1.41	00:01:30	84.06%	81.18%
<input type="checkbox"/>	2. (direct) / (none)	3,408		1.83	00:02:30	72.89%	64.50%
<input type="checkbox"/>	3. facebook.com / referral	525		2.09	00:03:08	51.81%	62.29%
<input type="checkbox"/>	4. t.co / referral	418		1.86	00:03:02	56.70%	63.88%
<input type="checkbox"/>	5. trafficgenerationcafe.visibli.com / referral	291		2.11	00:03:34	16.84%	58.76%

Search engine traffic is currently my top traffic source.

As I mentioned [in this income report](#), this is a dangerous place to be.

Too much dependency on any one traffic source (especially when it's as capricious as Google) could mean a quick downfall, should it unexpectedly dry up.

My next traffic source (direct traffic) is great and will hopefully continue to go up as I continue to grow TGC.

Now comes the toss between the two social media platforms:

Twitter and Facebook.

My traffic sources #4 and #5 are both Twitter-related.

Those two sources combined yield more traffic than Facebook does.

However, I've worked on developing my Twitter traffic for a while now and

got pretty good at it; so I feel it's time to finally step up and start bringing in more FB traffic.

And thus, ***Facebook - here I come!***

STEP 2: The Learning Curve

Now that we know what traffic source is our best bet, it's time to get down and dirty and learn everything we can about it.

(a) Free Stuff

Much of the knowledge we need we can pick up from various bloggers working hard to help us grow our businesses for free.

When you visit those blogs that provide you with exceptional information, please make sure to return the favor: leave them comments, share their content, and yes, [buy products via their affiliate links](#).

(b) Paid Stuff

Sometimes, it's much more efficient to find one exhaustive paid product on the subject, rather than spend too much time surfing the net putting it all together bits and pieces at a time.

Not that I have that many suggestions here, but most of the paid stuff I've used to build up Traffic Generation Café [is listed here](#).

(c) Trial and Error

No matter what you learn elsewhere, you won't know it works for YOUR business until you put it into practice.

Some things that work incredibly great for other bloggers might be a complete flop with your audience.

Don't be afraid to make mistakes.

If something doesn't work, get rid of it and try something else.

I know it sounds easier said than done, but this is the part that no one can really teach you - your business depends on how adaptable and creative you are.

STEP 3: The Comfort Zone

Now that you know the new strategy works, you need to test it, tweak it, work on it until it becomes profitable.

By "*profitable*" I mean *until you can make one cent more than what you put into it.*

STEP 4: The Autopilot

Yes, we are getting close.

Once you are making one more cent than you invest into any specific traffic source, you need to figure out how to put it on autopilot.

That might mean getting automated software or outsourcing the task altogether.

STEP 5: Rinse & Repeat

After you complete all four steps, all you need to do is monitor the progress and move on to the next strategy.

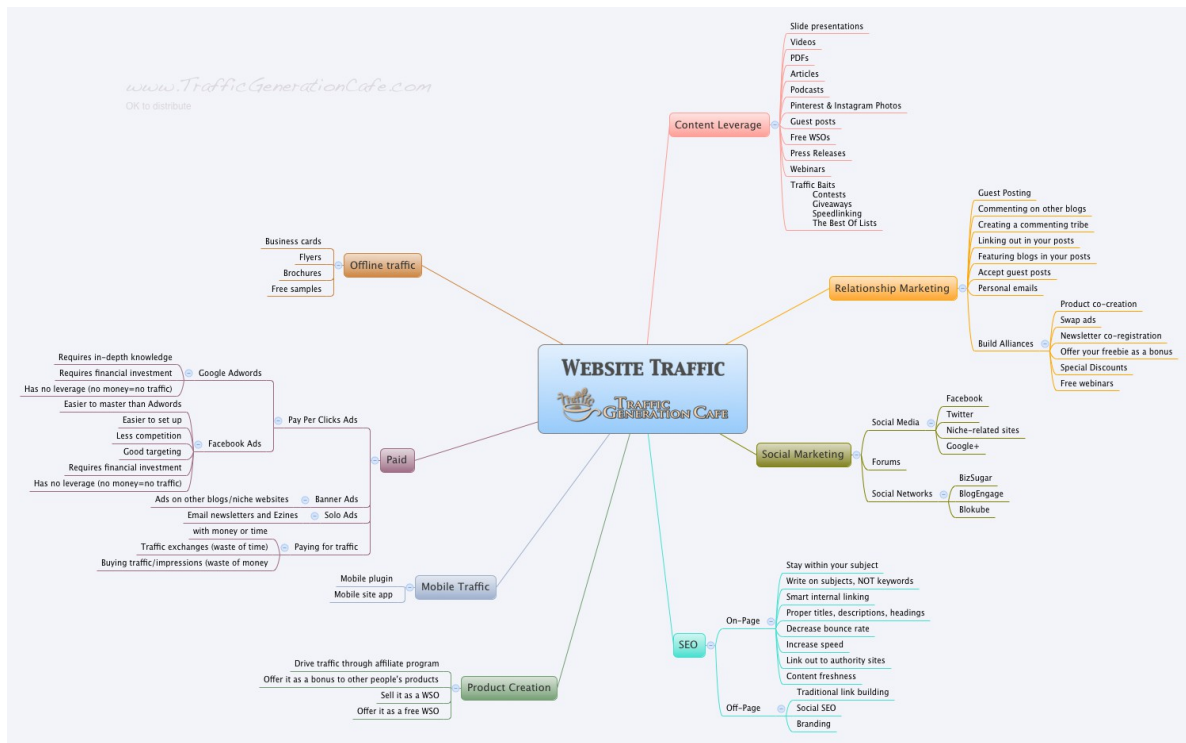
Overtime, your sources will continue to grow and your business will start working as a well-oiled machine.

But remember, it all starts with ONE strategy and 4 simple steps to follow to make it work for YOU.

Chapter 6

Where the Rubber Meets the Road

Before I let you go, I wanted to quickly go over any and all potential traffic streams you can tap into.



[Click here to see the mind map full-size](#)

[Download it as a PDF](#)

[Or watch it on YouTube](#)



I narrowed all potential traffic streams down to the following (and we'll talk about them in the order of importance):

- ✓ Content leverage
- ✓ Relationship marketing
- ✓ Social marketing
- ✓ SEO
- ✓ Product creation
- ✓ Mobile traffic
- ✓ Paid traffic
- ✓ Offline traffic

Let's start with content leverage.

Content Leverage

Priority: High

Traffic potential: both short and long-term

Implementation: takes time initially, but once the system is in place, becomes second nature.

Most online businesses are content-driven in one way or another.

- ✓ We write blog posts,
- ✓ Create videos,
- ✓ Products descriptions,
- ✓ Sales pages,
- ✓ You name it...

Yet most businesses have no idea how to leverage that content for traffic.

The possibilities are endless.

Let's say you write ONE core piece of content (*take a blog post as an example*).

Instead of simply publishing it on your blog and moving on to the next one (*no leverage, no scale*), you can:

1. **PowerPoint Presentation:** create an outline, turn it into a PowerPoint presentation, and submit it to Slideshare-type sites.
2. **Video:** make an audio to go with the presentation and turn it into a video - syndicate to video sites.
3. **PDF:** make a transcript of your video, turn it into a PDF - syndicate to PDF sites.
4. **Article:** condense your post into an article - submit it to article directories.
5. **Podcast:** turn the audio file into a podcast.
6. **Images:** turn key points of your post into images - submit them to sites like Pinterest and Instagram.
7. **Guest posts:** use the main concepts of your original post and develop them into a guest post (*not duplicating, but complimenting it*); link the guest post to your original one.
8. **Free WSO:** submit your PDF as a free WSO through WarriorForum.com.
9. **Press release:** write a press release.
10. **Webinars:** if the topic has depth to it, you can expand your original PowerPoint presentation into a webinar (*conduct it for your own readers or, better yet, team up with another blogger to present it to their readers*).

Additionally, when writing that one core piece of content, think about ways to turn it into a traffic bait.

Suggestions:

- ✓ Link out to other blogs and let the owners know when the post goes live;
- ✓ Turn the post into a contest/challenge;
- ✓ Offer a giveaway at the end;
- ✓ Create "The Best of..." lists in your niche.

Additional benefits of leveraging your existing content:

- ✓ save time/money by making the same piece of content work for you again and again;
- ✓ build links back to your site = improve your chances to get more search engine traffic;
- ✓ build your brand by "being everywhere".

Content Leverage Resource Section

- ✓ [Content Marketing Leverage System: How to Multiply Your Reach](#)
- ✓ [Content Recycling: How to Turn Articles into Videos in 5 Minutes](#)
- ✓ [7 Creative Content Writing Ideas to Bring Your Old Content Back to Life](#)
- ✓ [Danny Iny's Write Like Freddy](#)

Relationship Marketing

Priority: High

Traffic potential: more long-term

Implementation: takes time; based on your ability to develop relationships.

Building relationships with other online businesses related to your niche is one of the key elements of your future business success.

It could become your key to:

- ✓ Mentions on other blogs = get more referral traffic
- ✓ Organic link building = get more search engine traffic
- ✓ More social media shares = build your brand and traffic

Key ways to get noticed:

- ✓ Guest posting
- ✓ Commenting on other blogs
- ✓ Creating your own commenting/mastermind tribe
- ✓ Linking out to related posts on other blogs
- ✓ Featuring other bloggers/sites in your posts
- ✓ Accepting guest posts
- ✓ Personal emails
- ✓ Product co-creation
- ✓ Ad swapping
- ✓ Newsletter co-registration

- ✓ Offering your freebie as a bonus to their products
- ✓ Special discounts for their readers
- ✓ Free webinars for their audience

Relationship Marketing Resource Section

- ✓ [How to Increase Website Traffic Through Profitable Alliances](#)
- ✓ [How I Got 30 Superstars to Write For Me](#)
- ✓ [How to Drive Traffic To a New Blog Through a Commenting Tribe](#)

Best marketing training on the topic:

- ✓ [Danny Iny's Audience Business Masterclass](#)

Social Marketing

Priority: High, goes hand-in-hand with Relationship Marketing

Traffic potential: short-term and long-term

Implementation: easy quick traffic source; long-term relationship building

Social marketing includes many forms of relationship building using third-party platforms:

- ✓ social media
- ✓ forums
- ✓ social networking communities

Social Media

Social media takes

- ✓ time
- ✓ effort
- ✓ constant attention and upkeep

So why bother? Here's why:

1. Best place to find your target audience;
2. Quickest way to build awareness about your brand;
3. Great place to start building relationships;

4. Important for SEO; Social SEO is a must!

How do you choose the right social media platform for YOUR business?

Should it be:

- ✓ Facebook?
- ✓ Twitter?
- ✓ Google+?
- ✓ Pinterest?

Don't choose one "just because everyone else says you should".

- ✓ research
- ✓ observe
- ✓ track

In most cases, I'd suggest starting with Facebook.

Forums

Why forums?

For the longest time, I thought that forums were a waste of resources and half-houses for spam.

Yet, I've seen many stats that proved me wrong again and again.

Forums are great to:

1. Position yourself as an authority on the subject;
2. Bring traffic back to your site from more information;
3. Build relationships;
4. Build links.

The key to making the most of forum traffic is to find the right forum for YOUR niche.

Your ideal forum should be

- ✓ active
- ✓ tightly moderated to prevent spam
- ✓ an established authority

Social Networking Communities

These are social networking communities geared towards a particular target market.

Examples:

- ✓ BizSugar.com - small business community
- ✓ BlogEngage.com and Blokube.com - blogging communities
- ✓ BetterNetworker.com - network marketing community
- ✓ CafeMom.com - mom community

Social Marketing Resource Section

- ✓ [Social Media Traffic 101](#)
- ✓ [How to Tweet Adder Your Way into Powerful Twitter Traffic \(Plus Coupon Discount Code\)](#) - *my best Twitter weapon*
- ✓ [How To Get Free Targeted Traffic from Forums](#)

SEO

Priority: Medium to low

Traffic potential: long-term only

Implementation: takes time to implement, best to put into motion from start

Search Engine Optimization (SEO) is the art of showing up on the first page of Google for your best money keywords.

Or for anything at all, as of late.

Search engine traffic makes a great icing on the cake, but please, under no circumstances, rely on it as your main traffic source.

When developing your SEO strategy, you have to pay attention to the following two types of optimization:

1. On-page SEO
2. Off-page SEO

On-Page SEO

- ✓ Choose the niche and stay with it;
- ✓ Write on subjects, NOT keywords;
- ✓ Smart internal linking;
- ✓ Proper titles, descriptions, headings;

- ✓ Decrease bounce rate;
- ✓ Increase site speed;
- ✓ Link out to authority sites;
- ✓ Content freshness.

Off-Page SEO

- ✓ Traditional link building;
- ✓ Social SEO;
- ✓ Branding.

- ✓

SEO Resource Section

- ✓ Ana's Free SEO Report ([see my library page](#))
- ✓ [SEO Traffic 101](#)

Best backlinking course (post-Penguin):

- ✓ [Link Building Dossier](#)

Product Creation

Priority: Medium to low

Traffic potential: short-term mostly, some long-term potential

Implementation: great for a quick boost of traffic; can be done at any stage of your business

What does product creation have to do with increasing your website traffic?

When you have a product, you can use it to:

- ✓ Drive traffic through affiliate programs (*get other people to promote your product and send you traffic as a result*);
- ✓ Offer your product as a bonus to other people's products;
- ✓ Sell it as WSO;
- ✓ Offer it (or a modified version of it) as a free WSO.

Product Creation Resource Section

- ✓ [Best Affiliate Marketing Programs that Pay](#)
- ✓ [Kristi Hines: Why You Need to Write an Ebook for Income](#)
- ✓ [Exactly How I Wrote an Ebook That Made \\$10K in 1 Week](#)

Mobile Traffic

Priority: Medium

Traffic potential: long-term and short-term

Implementation: goes hand-in-hand with your overall web traffic growth

More and more of your traffic will be looking for you and reading your content on their mobile devices.

...Or not, if your site is not modified for mobile users.

- ✓ Install a plugin that will convert your blog into a mobile-friendly version (*I use [WPTouch](#) for Traffic Generation Café*);
- ✓ Mobile site app.

Paid Traffic

Priority: High if you know what you are doing and have the budget, low if neither one of those factors apply

Traffic potential: short-term only

Implementation: great for quick boosts of traffic; completely depends on the depth of your pockets

Pay Per Click Ads

Google Adwords:

- ✓ Requires financial investment
- ✓ Requires in-depth knowledge
- ✓ Has no leverage (no money = no traffic)

Facebook Ads:

- ✓ Easier to master than Google Adwords
- ✓ Easier to set up
- ✓ Less competition
- ✓ Good targeting
- ✓ Requires financial investment
- ✓ Has no leverage (no money = no traffic)

Banner Ads

- ✓ Ads on other blogs/niche websites

Solo Ads

- ✓ Email newsletters
- ✓ Ezines

Paying for traffic

Otherwise paying for traffic (highly unproductive, and unadvisable):

- ✓ paying with money or time;
- ✓ traffic exchanges (a waste of time);
- ✓ buying traffic/impressions (a waste of money).

Product Creation Resource Section

- ✓ [Banner Advertising: Viable Make Money Blogging Solution?](#)
- ✓ [The Highly Profitable Traffic Strategy You Aren't Using Yet](#)

Offline Traffic

Priority: Medium to low

Traffic potential: both short and long-term

Implementation: takes time to implement, depends on how often you come in physical contact with your potential target market.

More traditional ways to drive website traffic; best suitable if:

- ✓ your business is heavily localized;
- ✓ you attend business conferences, trade shows, etc.
- ✓ you do something news-worthy and catch attention of the local press.

Ways to drive offline traffic:

- ✓ business cards;
- ✓ flyers;
- ✓ brochures;
- ✓ free samples.

Mommy, Where Does Traffic Come From?

Marketing Takeaway

By now, you should have a very good overall idea of where website traffic comes from, and hopefully, even know which traffic types would work best for your business.

In case you feel too overwhelmed to do anything at all, calm down.

Here's the plan of action:

Step 1.

Study the information above.

Step 2.

Zero down on the traffic sources you *currently* have the most knowledge on.

This will save you time and money, and will most likely result in more traffic a lot sooner.

I'd also strongly recommend mastering one traffic strategy at a time.

Don't let yourself be distracted by the abundance of possibilities.

- ✓ identify one strategy to focus on;
- ✓ learn everything you can about it;
- ✓ start driving traffic with it;
- ✓ find ways to put it on autopilot;
- ✓ move on to the next one.

Step 3.

Keep up with it.

Chances are as soon as you get comfortable with any one traffic strategy, the rules will change the very next day.

Just a part of doing business in a fast paced online world...

Feel free to give me a shout at Traffic Generation Café and I look forward to sending you my bite-sized traffic hacks.



Remember to open and read my emails!

Ana Hoffman