



# FOOLPROOF TRAFFIC SYSTEM

The Step By Step Traffic  
System To Get More  
Traffic, Leads and Sales

 **CHECKLIST**

# **Fool Proof Traffic System Book Checklist**

## **Zero Traffic Equals Zero Sales**

- ☐ Get quality, targeted traffic to your offers, or you will have no sales.

## **Free Traffic**

- ☐ Free traffic is free in money, but takes time to work
- ☐ Free methods include viral marketing, social media marketing, content marketing, forum marketing, guest post blogging, on-site and off-site SEO.

## **Paid Traffic**

- ☐ Paid traffic works faster to get subscribers and customers, but costs money-methods include Facebook advertising, PPC advertising, solo advertising.
- ☐ Focus on mastering one paid traffic method before using any other paid traffic methods

## **On-Site and Off-Site SEO**

- ☐ Put good quality content on your site and use targeted keywords in your meta tags (i.e. HTML code) to increase your on-site SEO.
- ☐ Check for broken links

Off-site SEO involves links away from your site that point back to your site:

- ☐ These can be links from social media websites, forum sites, guest posts on other marketers' blogs, and more.

## **Guest Post Blogging**

- ☐ Search for blogs and apply and be willing to write for them and include a link back to your site.

## **YouTube Marketing**

- ☐ When you upload videos to YouTube be sure to include links back to your website.

## **Content Marketing**

- ☐ Provide informative, engaging content to help your target market/audience with any problems or issues they are having in your industry that you can help them with.
- ☐ Use opt-in forms on your site/blog to capture these people's contact details so you can follow up with them, continue to build the relationship by providing more quality content, and presenting select offers for them to purchase.
- ☐ Use surveys, search engine research, and blog/article idea generators to help you come up with interesting topics to write about that will engage your audience and have them keep coming back to you to read more of your content and to consider your offers.

## **Viral Marketing**

- ☐ You can increase the chances of viral marketing by including social media share buttons on your blog pages, site pages, video sites, and elsewhere, as this will make it easier for people to share the content on their social media pages.
- ☐ Note that it's not just text that can be shared, but also ebooks, photos, videos, audio, memes, and GIFs (especially on social media sites).

## **Social Media Marketing**

- ☐ Have social media profile pages on each social network and post content regularly.
- ☐ You need to be selective in the offers you present on your social media pages, providing much more useful content than offers.
- ☐ Consider using social media management software such as HootSuite, Buffer, or BleuPagePro to help manage your social media accounts.
- ☐ Consider that Instagram and Snapchat are popular with the younger generations (millennials and GenZ), both of which are gaining spending power.

## **Forum Marketing**

- ☐ Find relevant forums to your niche using the search engines.
- ☐ Join these forums and provide useful information to the members there.
- ☐ When you have been there long enough/provided enough posts, you'll be able to include a signature file that includes a link back to your site.

## **PPC Advertising**

- ☐ Find the right keywords to target and bid on.
- ☐ You only pay when a user clicks onto your link; you can also set the maximum amount you will spend per day.
- ☐ The most prominent platform is Google AdWords- it's usually the priciest in terms of bids as well.

## **Facebook Advertising**

- ☐ Use the Ads Manager to determine what target audience you wish to reach and the time of day they are likeliest to be on Facebook in order for your ads to reach them.
- ☐ Decide on the goal- Click-throughs, Likes, etc.
- ☐ Set the maximum amount you will spend per day or over the lifetime of an ad.

## **Solo Advertising**

- ☐ Use the search engines to find ezines that are relevant to your niche.
- ☐ Look at their websites to see if they are professional-looking; if not, don't consider advertising with them.
- ☐ Evaluate the ezines- if they don't look professional, don't contact them for a quote.
- ☐ Ask for feedback from the owner on how other companies' advertisements worked for them, what their subscriber base is, how engaged it is, etc., along with a price quote and how the ad will look.
- ☐ Use this information to decide which ezine(s) you will advertise in.

## **Google Analytics**

- ☐ Sign up for a Google Account (if you use Gmail, YouTube, etc., you already have one).
- ☐ Set Google Analytics to track and measure such actions as sign-ups to your list, reaching the thank you/confirmation page of an offer, etc.

## List Building/Email Marketing

- ☐ Work to build your list at all times.
- ☐ It takes an average seven views for a person to purchase an offer online.
- ☐ Use opt-in email forms on your site and blog, direct people to join your list in your forum marketing, social media marketing, viral marketing, and other marketing campaigns.
- ☐ Engagement and relationships are especially critical with the younger generations (millennials and GenZ).