Traffic Generation 2018

Made Easy

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Increase Your Customer Base with Our Proven & Tested Traffic Generation Techniques

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Introduction:

Welcome to the latest and very easy to apply "Traffic Generation for 2018" Training, designed to take you by the hand and walk you through the process of getting the most out of Traffic Generation in 2018, on behalf of your business.

I'm very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Traffic Generation, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 HD training chapters, ready to show you the latest Traffic Generation strategies for 2018.

This is exactly what you are going to learn:

- ✓ Chapter 1: What Is Traffic Generation All About?

- ✓ Chapter 2: Creating and Optimizing A Traffic-Generating Website

- ✓ Chapter 3: Creating A Traffic Generating Blog Post

- ✓ Chapter 4: Setting Up A Traffic Generation Campaign On Facebook

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Well, it's time for you to start getting the most out of Traffic Generation in 2018, on behalf of your Business.

I know you'll love this training.

Chapter 1: What Is Traffic Generation All About?

Hey there my friends! Welcome to our newest online training course, "Traffic Generation 2018". With this training you are going to learn everything that you'll need to know to crush it with your websites in 2018 and beyond.

This is an updated and super charged training that we've filled with nothing but the newest traffic generation strategies. From designing a traffic generating website to learning how to use the top traffic generating platforms around, this one is designed to give you an insane advantage over whatever the competition throws at you.
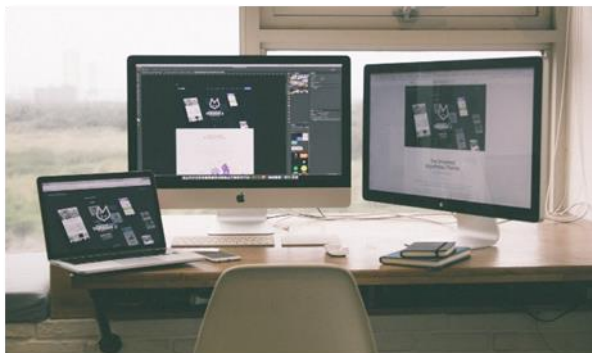
What Is Traffic Generation and Why Is It So Important In 2018?

Whether you are an aspiring online marketer or have an active site

already, you might have heard about a little thing called web traffic, which is the stream of web users that visit any given online property, particularly websites.

Website traffic is mostly measured in visits. If you are running a website and tell other marketers about it, the first thing you'll be asked about it is: "How many monthly visits do you get on your website?".

That is because when you access a website your visit is counted as a hit, and the goal is to keep you on the site for as long as possible, and to keep you coming back, and to convince you to share the site with others to generate more traffic back to that website.

That's Where Traffic Generation Comes In!

Traffic generation is the method that online marketers use to generate traffic to websites, and it consists of a collection of strategies designed to drive as many visitors to a website or online platform.

Website traffic is an essential part of a website. Without traffic, a website is nothing but static content hosted on the internet, and traffic generation is becoming increasingly important because it is what's helping site owners to get off the ground.

But traffic generation alone is not enough, and that's what the competition doesn't want you to know. That's what other courses won't tell you. They'll be more than happy to just teach you how to drive thousands of irrelevant visitors to your site. That will keep you out of their way while also forcing you to spend more money on additional and likewise useless lessons.

But that's not all it takes in 2018. In fact, traffic generation is only the first step, because you have to learn how to use it to make your websites relevant, easily discoverable, and highly authoritative.

Modern search engines have become so sophisticated that they're no longer content with indexing your site; They're also going to evaluate it, which means that attracting real and qualified traffic is the only way to make it to the top spot on search result pages!

In a nutshell, modern traffic generation is all about driving the right type of users to your site so they can help you to make your site relevant and to drive your business objectives.

And that is exactly what you are going to learn in this course: that traffic generation is a means to achieve your marketing goals with your websites.

Chapter 2: Creating and Optimizing A Traffic-Generating Website

Hey there everyone! As you all know, traffic generation starts with a website and ends with a website, yet not all websites are able to attract traffic if they're not designed with traffic in mind.

Because of that, we consider that it is important for you to learn what the elements are that make a traffic-generating website possible, and in this lesson we are going to teach how to create one from scratch.

You don't have to worry if you already have a business website of your own; You can easily optimize your website to grow your traffic by implementing the traffic-generating tips that we'll teach you here!

Buying Hosting And A Domain Name

Your site's stability is a big part of building traffic because, for one, search engines evaluate websites for performance, including load times and uptime. Having a stable website will also help you to provide visitors with a good user experience.

That is why it is important to start by selecting a good hosting provider. For this example we are going to use "Hostgator.com", a reliable web hosting

provider and domain name vendor. So let's start by showing you how to buy a hosting plan and domain name at "Hostgator.com".

Click on the "web hosting" tab. There are three plans available: the "hatchling plan", the "baby plan" and the "business plan". We recommend you to select the "business plan" because it allows you to install and host unlimited domains the easy way with "WordPress". Now click on "buy now" to select your plan and to continue with your purchase.

Now you have to choose a domain. Remember that your domain name is part of your traffic generation strategy. We recommend you to use the name of your brand or business, or to target a long tail keyword with your domain name. We also recommend you to avoid using hyphens, numbers or symbols in your domain name.

Enter the name of your domain and use the top-level domain selection menu to make sure that your domain name of choice is available with the "dot com" or "dot net" top-level domains. Selecting any other top-level domain such as "dot biz" can affect your site's ability to generate traffic.

Now scroll down to register your user info, your billing info, your additional services and to complete your purchase.
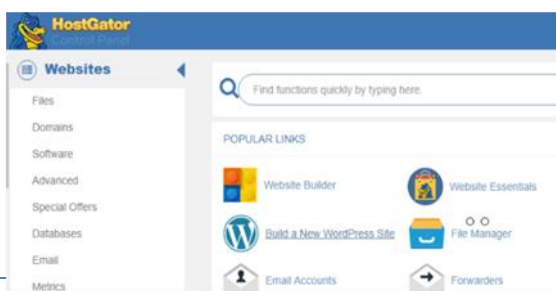
Setting Up Your Website

Once you buy a domain name, a hosting plan, and register your

"cPanel" profile, you will be able to set up your website. Start by logging into your cPanel dashboard. Now click on "Build a new WordPress site".

Now click on the "select domain for installation" menu, select the domain where you are going to set up your website, enter the name of your new website or blog in the "directory" field and then click on "next".

Now you have to register your "Install settings". Enter your "blog title", your admin username in the "admin user" field, your "first name", your "last name", and your "admin email".

Now check the "terms of service agreement" box and then click on "install". Wait until you get an "installation complete" and save your "username" and your "password" in a safe location.

Now click on "login". Now enter your username, your password and click on "login" to go to your new site's dashboard.

Once in your dashboard you will be able to start optimizing your site to generate organic traffic, and we recommend you to apply the following optimizations right before you start adding content to your website.

Please note however that we are going to show you how to apply these optimizations on a WordPress site, so if you're using a different content management system you might need to take notes of the steps that we'll take next so you can later browse how these configurations work on your "CMS".

Making Sure That Search Engine Visibility Is Active

Go to the "settings" tab located on the left-hand menu, and then click on the "reading" option. Now move over the "Search Engine Visibility" option and make sure that it is unchecked. If it is checked, it will limit your site's visibility on search engine results, so just uncheck it if that's the case and click on "save changes".
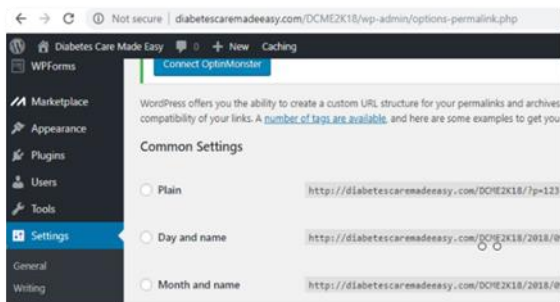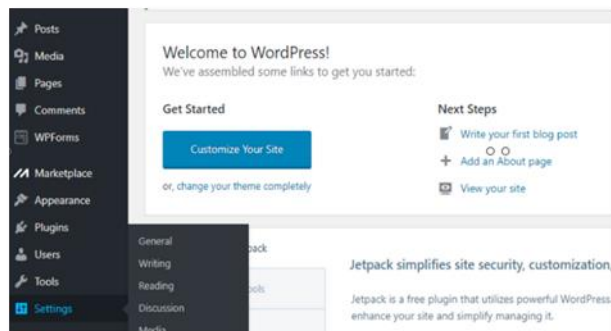
Allowing "SEO" Friendly URLs

Now click on the "Permalinks" option under the "settings" menu. Then select the "Post name" option under "Common Settings" and click on "save changes". Activating this option will allow you to use the keywords in your post titles on your post URLs, which will increase their ranking on search engine results.

Installing A Search Engine Optimization Plugin

Installing an "SEO" plugin on your site will help you to optimize and

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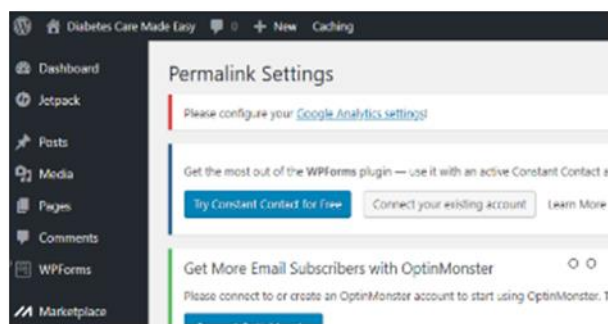
correct your site's search engine optimizations the easy way. One of the most popular "SEO" plugins available to date is the "Yoast SEO" plugin.

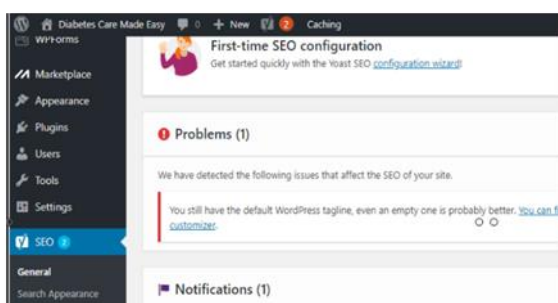To install the "Yoast SEO" plugin you'll just have to move over to the "plugins" tab located on the left-hand menu and then to click on the "add new" option. Now type "Yoast SEO" in the "search plugin" search bar and wait for the results to load.

Now locate "Yoast SEO" in the results and click on "install now". Now click on "activate". You'll be able to optimize your site's search engine optimizations after installing "Yoast SEO" by moving over the "Yoast" button located on the top-left corner of the dashboard.

As you can see, "Yoast SEO" will allow you to customize search engine optimizations through "keyword research" and "SEO settings".

We recommend you to always check the "notifications" section. This plugin will continually scan your site for "SEO" errors, so you can easily fix your site the right way by following the recommendations provided in this section.

Installing A Caching Plugin

One of the best ways to optimize your site's load speed is by installing a caching plugin. Installing a caching plugin will speed up your site by basically creating dynamic copies of your site to avoid loading your entire

content every time that someone accesses one of your site's pages or sections.

We recommend you to install the "WP Super cache" plugin, which is the most popular and most user-friendly caching plugin around.

To install the "WP Super cache" plugin you'll just have to move over to the "plugins" tab on the left-hand menu and to click on the "add new" option. Now type "WP Super cache" in the "search plugins" bar, then locate "WP Super cache" in the results and click on "install now".

Wait for it to install and then click on "activate". Now move over to the "settings" tab on the left-hand menu and click on the "WP Super cache" option. Now select the "caching on" option in the "easy" tab under "WP Super Cache Settings" and click on "update status".

Installing Share Buttons On Your Site

Share buttons are vital to your traffic generation efforts because they provide your site's visitors with an easy way to forward your content to others. You can add share buttons to your site by installing a social share plugin such as the "social pug" plugin.
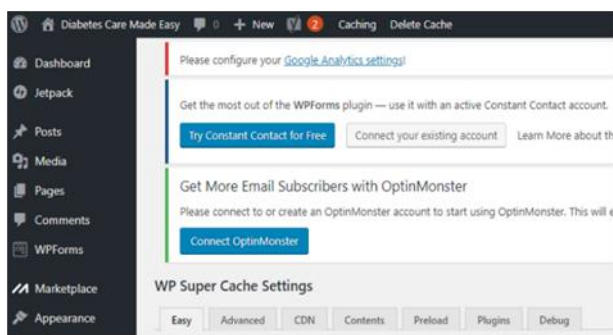
Just move over to the "plugins" tab on the left-hand menu and click on the "add new" option. Type "social pug" on the search bar and wait for the results to load.

Now locate the "social pug" plugin in the results and click on the "install now" button and wait for it to install. Now click on "activate". Now you'll have social sharing buttons added to all your content pages!
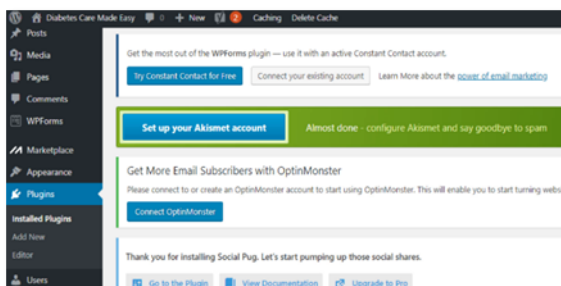
Adding A Meta Description For Search Results

You can add a meta description for all your pages to increase search engine traffic to your site. Meta description will help search users to know what your site is all about whenever one of your content pages appears in their search results.

You'll simply have to move to the "Yoast SEO" tab located on the left-hand menu and then click on the "search appearance" option.

Now click on the "taxonomies" tab and head over to the "meta description" field. There you'll have to write your meta description.

There are certain rules that you should follow to write the best possible meta description. First, you have to make sure to include your main target keyword in your meta description. This is the keyword that your target audience is searching for.
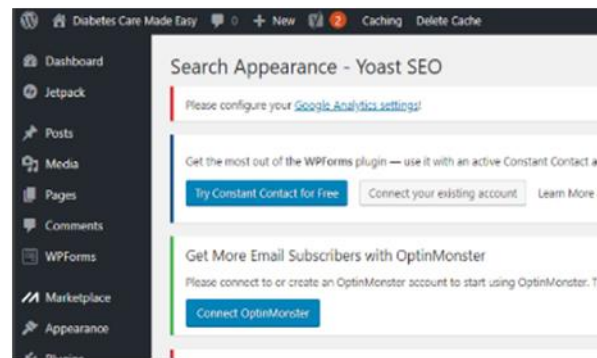
You can also include additional high-volume search terms in your niche if they make sense in your meta description. Then include a call to action to instruct search users to click on your link.

Lastly, make sure that your meta description is no longer than 155 characters, which is the ideal length for meta descriptions. Otherwise, it will look incomplete in search results. Once you've written your meta description, you'll just have to click on "save changes".

Optimizing Your Site For Traffic In The Customizer

Customizing your site to attract traffic is important too! There are some simple search engine optimization strategies that you can apply right from the customizer to make your site more attractive to search engines, and we're going to show you how.

Start by moving over to the "appearance" tab located on the left-hand menu, and then click on the "customize" option.

Start by customizing your site's identity by clicking on the "site identity" option from the left-hand menu. Click on "select logo" to upload a logo to your site. Now click on "select file" to locate your image logo on your computer.

Double click on your logo and wait for it to upload. Now, you can optimize your images the right way to help your site rank by targeting keywords in your images meta data.

What you have to do is to add a long tail keyword that you'd like to target in your niche to the "title" and "alt text" fields in the "attachment details" section. We recommend you to add the same long tail keyword in both fields. Once you have entered your image meta data you can click on "select" to continue.

You can now enter the name of your site in the "site title" field. Here you can enter the name of your site as it appears in your URL or the name of your brand or business.

Now you have to enter your site's tagline in the "tagline field". Your site's tagline is a huge ranking factor, and it will help people that find your site in search engine results to know what your site is all about.

We recommend you to enter a brief description of your site that includes your main target keywords, preferably separated by comas. This will help search engine algorithms to better understand the topic of your site.

Now move over to the "site icon" section and click on "select image" to add an icon to your site. We recommend you to use a simplified version of your site's logo as your icon and to optimize it with the same "title" and "alt text".

If your site's logo is already simplified enough like ours, you can simply select it from the "media library" and then to click on "select".

Now that you have added your search engine optimizations through the customizer you'll just have to click on the "publish" button to load them to your site.

And that is it! You can later add further optimizations to the rest of your pages. Remember to always add your keywords in your meta data!

Chapter 3: Creating A Traffic Generating Blog Post

Now that you've created a website that is optimized to generate traffic on autopilot, it is time to fill it with content that will generate even more traffic. In this lesson we are going to show you how to create a blog post that is designed to generate evergreen traffic.

This type of post, called evergreen post, is designed to attract traffic even for years after being published because it is based on topics that will always be relevant, unlike posts based on trending topics, which will only generate traffic while a topic is trending.

Generating ideas for evergreen posts is easy; You'll just have to find a topic that people will always search for in your niche, such as instructions, tips, definitions, and so on.

Getting Started

We're going to give you a very easy to follow example with all the elements that will make traffic to your site explode. If you're using

WordPress, you'll just have to move over to the "posts" tab located on the left-hand menu, and then to click on the "add new" option.
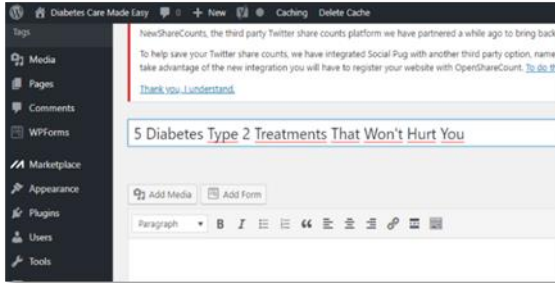
Writing Your Headline

Let's start with the post's headline by clicking on the "enter title here" field. Your post's headline will allow you to grab a search user's attention and will help you to rank your site for the keywords on it. There are three elements that make a killer headline.

First, you have to make your title numbered. Blog readers love list articles! You'll simply have to divide your post's content into smaller chunks of content and count. For example, if you write a post about traffic generation strategies, you can divide it into 10 different strategies and to use that number at the beginning of your headline. In our case, we have divided our post's content into 5 chunks, so our headline will start at 5.

Second, you have to add a long tail keyword that includes a high-volume search term in your niche. That's what will tell search users and readers what your post Is about, and perhaps more importantly, it's what will help your site rank for those keywords when users type them on a search engine.

Third, you have to add a promise or a command to your headline. Any of the two will work as a call to action, and they will help you to differentiate your link from all the other results on search pages. Make it unique and actionable, and also make sure that it makes sense when combined with your target keywords.

Writing Your Content

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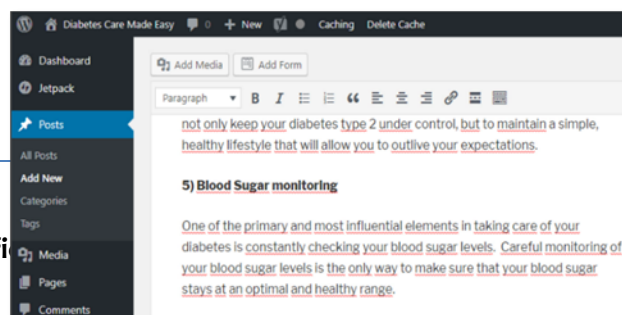
You're already aware that you have to create quality content that is helpful, relevant to your audience, and that is rich in target keywords, so we're going to focus this part of the lesson on showing you how to structure an evergreen blog post with an example.

First, articles should be long. Long-form articles perform better with search engine algorithms because they're considered more relevant, less spammy, and help you to keep your keywords sparse. The recommended length is 2,000 to 3,000 words.

As you can see, our word count is very close to 2,000 words. Once you've hit the recommended word count, you'll have to divide your content with numbered subheadings to make it into a list article.

List articles perform really well because they allow readers to easily digest a long-form article by giving them the sensation that they're just reading items from a list. Because of that, they tend to stay longer on your content pages, increasing your site's relevance and authority.

Optimizing Your Content With Images

We recommend you to add images in the middle of your content to optimize it for search and to make it more visually appealing. When you add images with your target keywords in their meta data to your content, they will appear to people using those keywords to find images on search engines.

The optimal way to add images to your content is to add a single image in the middle of each numbered section. First, separate a section after the third or fifth paragraph, depending on how many paragraphs are in that section, by placing the mouse cursor at the end of the paragraph and pressing the "enter" key on your keyboard.

Now click on the "add media" button. If you haven't uploaded your image to your media library yet, you'll just have to click on the "upload files" tab, and then on the "select files" button.

Now locate the image that you want to insert into your content and double-click on it to add it to your media library.

Now add a high-volume search term or keyword on both "title" and "alt text" fields. Now click on "insert into post". Once an image is inserted into your content, we recommend you to center it by clicking on the "align center" button.

Adding Tags

Tags will allow search engines to recognize what topics are relevant to your site because they're optimized to rank for specific search terms in your niche.
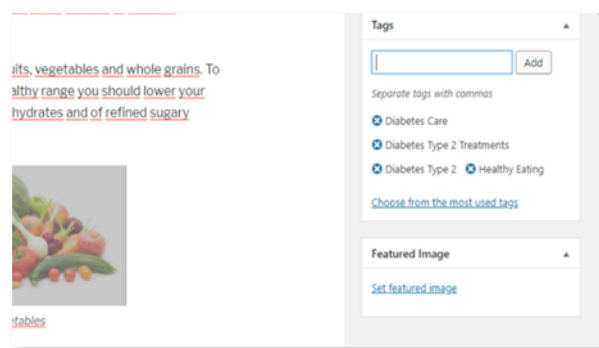
That is why we recommend you to only use general, very relevant keywords or phrases as tags for your posts, such as keywords that your target search users type on google when they're looking for news in your niche.

To add tags to your posts you'll simply have to type a keyword or phrase in the "tags" field and to click on the "add" button every time that you insert a tag.

Setting A Featured Image

You can set a featured image to your posts to increase their visibility in image search results and to increase the visual appeal of your content pages.

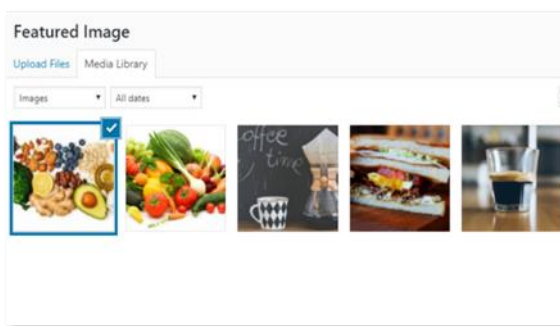Start by clicking on the "set featured image" link under the "featured image" section. If you haven't uploaded your image to your media library yet, just click on the "upload files" tab, and then on the "select files" button.

Now locate the image that you want to set as your featured image and double-click on it to add it to your media library. Now add a high-volume search term or keyword on both "title" and "alt text" fields. Now click on the "set featured image" button.

Publishing Your Traffic Generating Blog Post

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Finally, make sure that your content is proof read, that your images are well optimized, and that your title and subheadings are coherent and engaging. Now simply click on the "publish" button. And that is it! Now your site is ready to start generating traffic with a single post for years to come!

Chapter 4: Setting Up A Traffic Generation Campaign On Facebook

The Facebook advertising platform is a very powerful and cost-effective tool to generate very targeted traffic. Setting up a traffic generation campaign on Facebook is easier than you might think, and we're about to show you how.

Accessing the Facebook Ads Manager

Start on Facebook's homepage and click on the user menu button. Now click on the "create ads" button to access the ads manager dashboard.
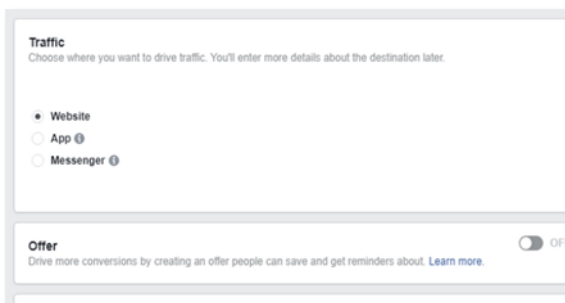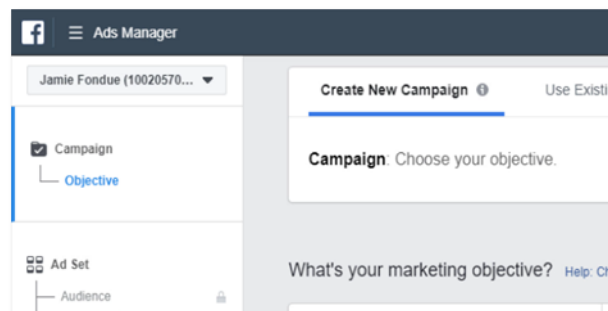
Setting Up Your Traffic Generation Campaign

Once you open the ads manager you will be asked to select your marketing objective. To generate traffic to your website you have to select "traffic" as your marketing objective by clicking on the "traffic" option under the "consideration" column.

Now enter a name for your new traffic generation campaign in the "campaign name" field and click on "set up add account". Now select your

"account country", the "currency" that you want to use for billing and reporting, and your "time zone". Now click on "continue" to move on to the next step.

Setting Up your Ad Set

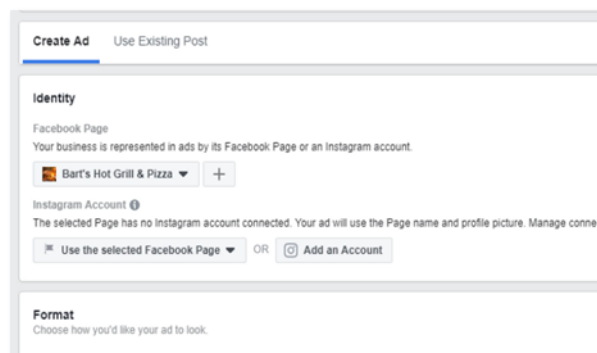Now it is time to set up your ad set. Here you'll have to select your traffic preferences, your target audience, your ad placements and your budget. Start by entering a name for your new ad set in the "ad set name" field.

Now you have to select where to drive traffic in the "traffic" section. You can send traffic to three destinations: to a "website", to an "app", or to the "messenger" application. In this lesson we are going to show you how to send traffic to a website, so we're going to select "website" as our destination.

Next you have to set up your audience in the "audience" section. Start by selecting your audience locations. To add a target location you'll just have to type the name of a location in the "locations" field, and then to click on the name of the location as it appears in the results. You can add as many locations as you want to target.

Next you have to select the minimum and maximum age of your target audience, the "gender" of your target audience, and your target "language".

In the "detailed targeting" section you can select whether to "include" or "exclude" people in your audience based on demographics, interests, or behaviors. You can also target people by "connections". For example, you will be able to show your campaign to "friends of people who like your page".

Next you have to select your target placements in the "placements" section. Here you can select "automatic placements" to show your campaign to the largest number of people possible across all placements. Or you can select "edit placements" to select specific placements. Here we recommend you to select "all placements" unless you're targeting a very specific audience.

Next you have to set up your "budget and schedule". Here you can select two types of budget. Selecting "daily budget" will allow you to allocate a specific amount of money to spend daily on ads. Selecting "lifetime budget" will allow you to allocate a specific amount to spend during the campaign's duration.

In order to generate significant amounts of traffic to funnel qualified visitors, we recommend you to select "daily budget" and to allocate between $5 to $25 to get started, and to increase the amount by $5 one week at a time until you reach peak traffic with your new campaign.

There are also two types of schedules available. You can select the "run my ad set continuously starting today" option to run your ads right after you set up your campaign, or you can select the "set a start and end date" option to schedule a launch and an end date.

You can click on the "continue" button once you are done setting up your ad set to move on to the next step.

Creating Your Ad

Now it is time to create the ad that you'll use to generate clicks from Facebook to your website. Start by entering a name for your new ad in the "ad name" field. Now select the Facebook Page that will represent your website on the "identity" section.

Now select an ad format on the "format" section. There are several types of formats available: "carousel", "single image", "single video", "slideshow", and "collection". For this example we are going to select the "single image" format.

Next you'll have to scroll down to the "images" section to select an image for your ad. You can either click on the "upload images" button to upload an image for your ad from your computer, or you can click on "browse library" to select one from your account.

In our case, we're going to select one of our account images by clicking on "browse library". We're now going to click on our image of choice, and then we'll click on "confirm".

Next you'll have to customize your ad. Start by selecting "website" as the link type for your ad. Now enter a brief description of your website in the "text" field. It will show above the image in your ad.

Now enter your website's URL in the "website URL" field. Now enter a headline for your ad in the "headline" field. Make sure that your headline is 40 characters or shorter! Now select a call to action button for your ad from the "call to action" menu.

Now check your ad in the "ad preview" section to make sure that it will look attractive on all possible placements. You'll be ready to launch your traffic generation campaign after you finish customizing your ad, so you just click on "confirm" to submit your ad.

Now you'll just have to wait until your ad is approved to start generating traffic to your site with Facebook!

Chapter 5: Generating Traffic From Twitter With A "Tweetable Facts" Blog Post

You might have barely noticed if you're just a casual Twitter user or if you're not actively using the platform for marketing, but over 500 million tweets are sent out every day. This means that you can generate lots of traffic by using Twitter to bounce your content around.

This is a very effective strategy that will help you to generate traffic from Twitter other than posting your content on a Twitter account. It is called the "tweetable facts" strategy, and we're going to show you how to apply it from a WordPress site.

Install A "Tweetable Facts" Plugin

Start on your site's dashboard, move over to the "plugins" tab located on the left-hand menu
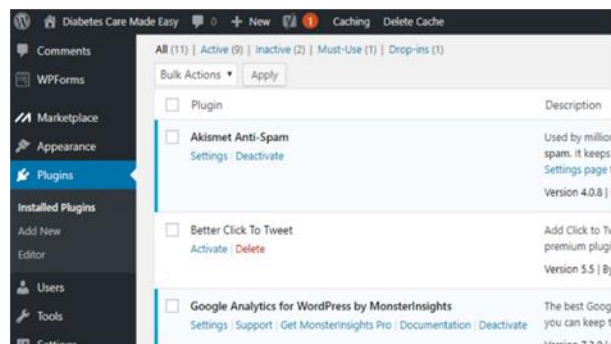
and click on the "add new" option. Now type "better click to tweet" on the "search plugins" bar and wait for the results to load.

Now locate the "better click to tweet" plugin on the list of results and click on the "install" button. Wait until installation completes, move over to the "plugins" tab on the left-hand menu and click on "installed plugins".

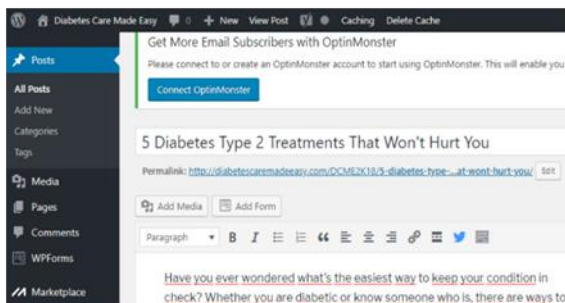Now locate the "better click to tweet" plugin in the list of installed plugins and click on "activate". The "better click to tweet" tab will be added to the left-hand menu. Click on it to configure this plugin's settings.

Start by typing your twitter handle in the "twitter handle" field. Then check the "Use Short URL" option box and click on "save changes".

Adding "Tweetable Facts" To A Blog Post

Once you install the "better click to tweet" plugin on your site you will be able to add tweetable facts to your content with a few clicks on your mouse.

To show you how to add tweetable facts to a blog post we're going to insert tweetable links into our content by editing an existing blog post.

We'll start by moving over to the "posts" tab on the left-hand menu, and then we'll click on the "all posts" option. Now we're going to click on the "edit" button located under the title of the post that we're going to add tweetable facts to.

Now, the secret to generate traffic from twitter with tweetable facts is to use small pieces of content that readers could potentially quote on their timelines without effort, such as subheadings or phrases.

To transform a phrase within your content into a tweetable fact you have to start by highlighting and copying it. For example, we're going to use this part of a paragraph as a tweetable fact, so we just highlight it to copy it.

Once you copy a piece of tweetable content you'll just have to click on the "better click to tweet" icon that has been added to the toolbar to generate the tweetable shortcode.

Now paste your piece of tweetable content in the "tweetable quote" field, make sure that the "add the username below to this tweet" option is checked, and click on the "ok" button.

Your tweetable shortcode has been generated, and your phrase has been transformed into a tweetable fact! If you want to check that it looks good on your site before you post it, just click on the "preview" button if you're publishing a new post or the "preview changes" button if you're updating a post.

And it looks awesome! As you can see, readers will be compelled to click on the "click to tweet" link to have something interesting to share in their timelines, which will generate traffic to your site.

Don't forget to go back to the editor to click on "publish" if you are creating a new post or to click on "update" if you're adding tweetable facts to an existing post!

Chapter 6: Generating Search Traffic

The Easy Way With A YouTube Video

Did you know that you can easily rank videos on the first page of Google search results? It is a strategy that can increase traffic to your site if you include its URL in the video description, and in this lesson we're going to show you how to apply it the right way.

Uploading And Optimizing A Video For Traffic

Start by uploading your video to your YouTube channel from anywhere on the site by clicking on the camera icon located on the top-right corner, and then by clicking on the "upload video" option.
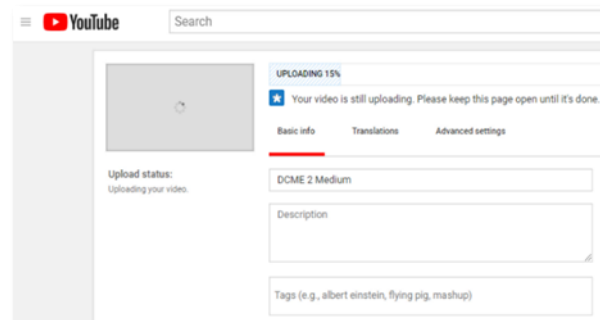
Now click on "select files to upload", locate your video and double-click on it. Your video will start to upload, and you can start optimizing it while it processes.
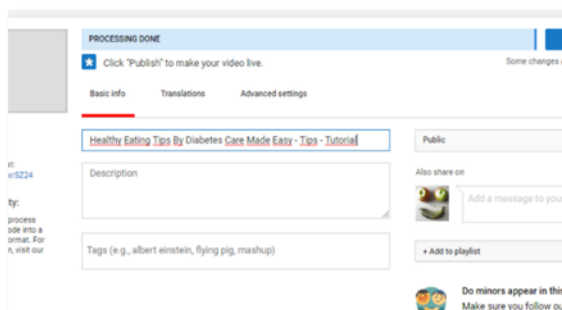
Optimizing The Video Title

Start with the video title. An optimized video title should be at least 5 words long, and it has to

include high-volume search terms and keywords, the name of your brand, product, or website, and video keywords.

In this example we are going to enter a high-volume search term in our target niche in the "Title" field, followed by our main target keyword.

Now we have to insert our video keyword. Video keywords are keywords that YouTube ranks as more relevant because they are included in the majority of high-traffic videos that are uploaded to the platform.

Video keywords include "Review", "How To", "Tips", "Tutorial", "Cute", "Funny", and keywords related to the fitness, sports, health, and lifestyle niches. In our example, we are going to strategically include two video keywords at the end of our video title: the "tips" keyword, followed by a hyphen, followed by the "tutorial" keyword.

Optimizing The Description

Now you have to optimize your description. You'll simply have to insert your website's URL first, and then to add a brief description that includes your highest volume search term and your main target keywords. We recommend you to make it shorter than 250 characters to make it easier for the Google algorithm to index it!
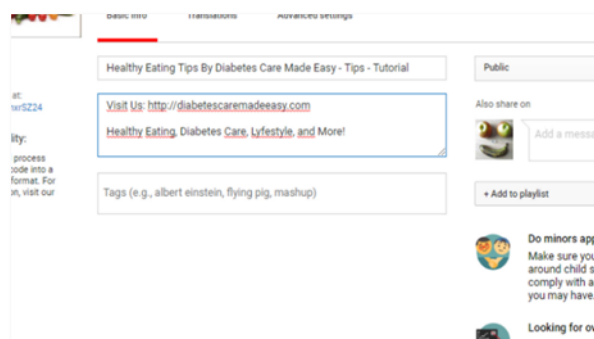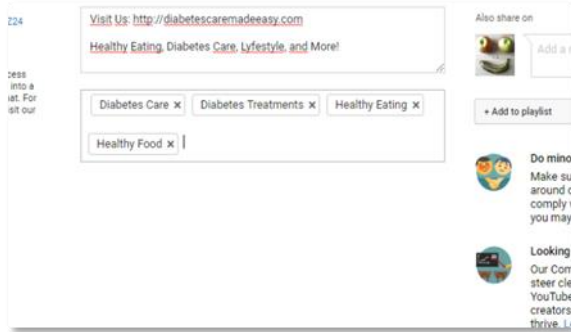
Adding Tags

Tags are what search engines will first check to index and rank your videos, and you'll just have to enter the search terms and keywords with the highest search volumes in the "tags" field.

Publishing Your Video

Once you upload, process and optimize your video to drive search traffic to your site you'll just have to click on the "publish" button.
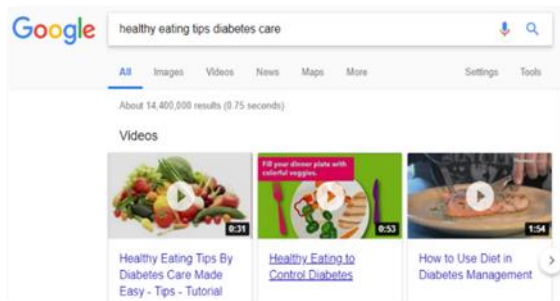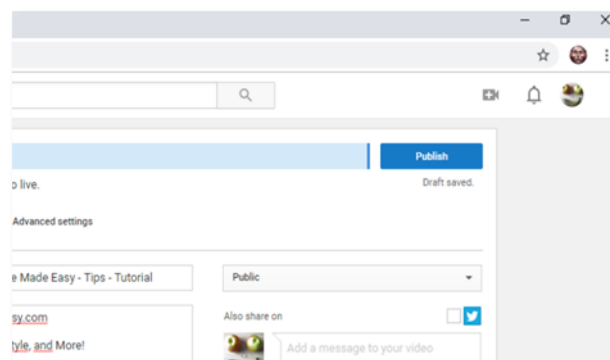
Verifying Your Ranking

YouTube videos are ranked almost immediately because both YouTube and Google algorithms give a very high priority to video content uploaded to the platform.

You'll be able to check how high your video ranked on search results right after you publish it by typing one or more of your target keywords or search terms on the YouTube search bar and clicking on "search".

You can also go to google.com and enter the same keywords to check how high you ranked the video on Google search results.

This crazy traffic generation trick will allow you to generate traffic by driving clicks from your YouTube videos to your website!

Chapter 7: Generating Targeted Traffic With A Retargeting Campaign

You can generate more traffic from those that have shown an interest in your brand or website by retargeting them with ads on Facebook with a Remarketing campaign.

Setting Up A Facebook Retargeting Pixel

If you want to retarget website visitors with ads on Facebook you will need to track them from your website to the Facebook platform by installing a Facebook retargeting pixel on your website.
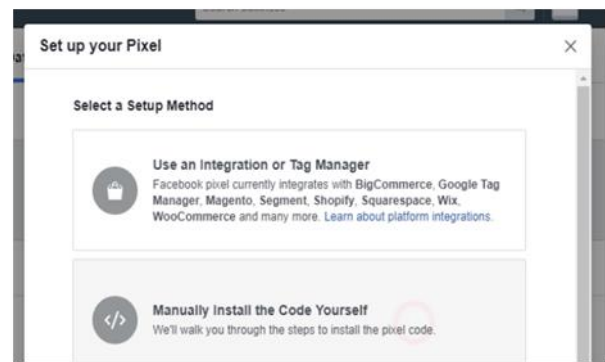
The first step is to create a retargeting Pixel. Start on the ads manager dashboard and click on the menu button on the top-left corner. Now click on the "pixels" option under "measure and report". On the next page, click on the "add data source" menu and then on the "Facebook pixel" option.

Enter a name for your new retargeting pixel in the "pixel name" field, and then click on "create". Your Facebook Retargeting pixel is ready. Now you

have to install it on your website, so click on the "manually install the code yourself" option from the pop-up.

Now locate your Facebook Pixel code and click on it to copy it to your clipboard. You have to paste this code between the "<head>" and "</head>" tags of your site's code, so go to your WordPress dashboard, move over the "appearance" tab on the left-hand menu and then to click on the "editor" option.

Now move over to the "theme files" menu on the right, locate the "theme header" link and click on it. Paste your code between the "<head>" and "</head>" tags, and then click on "update file".

Go back to Facebook and enter your website's URL in the "enter the URL for this website" field and click on the "send test traffic" button.

If a green dot and the word "active" appear then it means that you've successfully installed the pixel on your site, so click on "continue". Next up you have to "add the events you'd like to track".

Because you'll use retargeting to generate extra traffic from people who have visited your site, you will have to track the "view content" event. Start by clicking on the lever button corresponding to "view content".

Now copy the event code generated below and go back to your site's theme header code. Paste the event code right below the "</head>" tag and click on the "update file" button. Go back to Facebook and click on the "done" button from the pop-up.
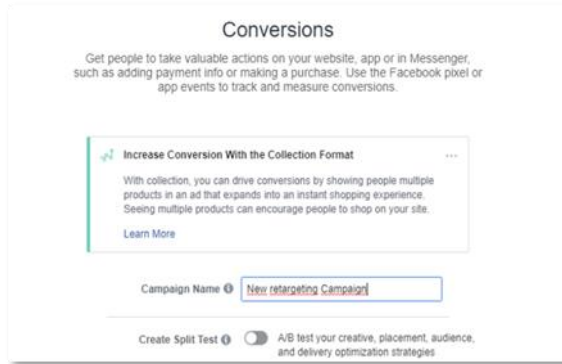
Setting Up A Retargeting Campaign

Once you set up and install a Facebook Pixel to track visitors from your website back to Facebook you will be able to retarget them with an ad campaign to entice them to click back to your site.

Start on the ads manager and select the "conversions" objective. Enter a name for your retargeting campaign in the "campaign name" field below and then click on the "ad set" column located on the left-hand menu.

Enter a name for your new ad set in the "ad set name" field. Now you have to select a "conversion event". Because you will be tracking website visitors, you will need to select the "website" option. As you can see, you will be able to select the events tracked by your Facebook pixel. In this example, we are going to select "view content".

Next up you have to set up your audience. Select your audience's location, age, gender, and languages, then move to the "placements" section, where we recommend you to select the "automatic placements" option.

Now you have to set up your "budget and schedule". Select your ad set budget type, enter your budget amount, and then select a schedule. Now click on continue to set up your ad creative.

Enter a name for your new ad in the "ad name" field, and then scroll down to create your ad. In this example we are simply going to click on the "use existing post" tab to use an existing post to retarget web visitors.

We start by selecting the page that we want to use to reach website visitors on Facebook from the "Facebook page" menu on the "identity" section.

Now we are going to click on the "select post" drop-down menu to select an existing post. Now we'll just check our existing post in the "ad preview" section. Then we click on the "confirm" button to submit our retargeting campaign.

And that is it! Now you'll be able to generate extra traffic from one of the most visited websites on the planet!

Chapter 8: Generating Traffic And Leads With A Giveaway

One of the best ways to generate crazy amounts of traffic is to promote a giveaway. Promoting a giveaway to drive traffic is way easier than you might think, and we're about to show you how.

Setting Up A Giveaway

You'll need to join a marketing platform that allows you to run contests such as "Gleam". Go to "gleam.io" on your browser, click on the "sign up" button, and complete the registration process to get started.
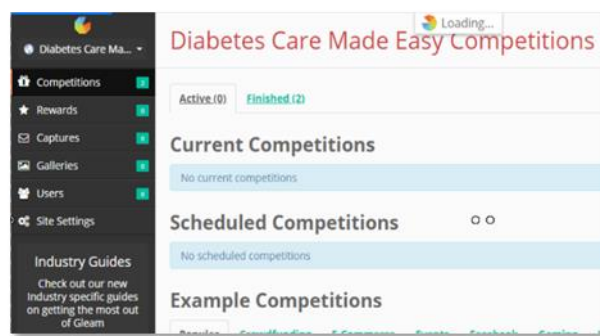
Driving traffic with a contest with a giveaway is the easiest thing in the world because you'll just have to require leads to click-through to your website to earn entries.

Log in to your "Gleam" account, and click on the "new competition" button. Now enter the name of your new contest in the "name" field. We recommend you to give away a prize that is relevant to your audience, and to use the name of the prize as your keyword.

Make sure that the name of your content is actionable. The easiest way to drive traffic through the name of your content is to tell your contest leads to visit your site to increase their chances of winning. You can phrase it as "visit us today and you may win the prize!".

Now click on the "user details" tab and paste your Facebook Page's URL in the "Allow users to Like a Facebook Page" field. Now click on the "how to enter" tab and select the "visit a page" option.

Start by entering the name of your contest in the "title" field, which will work because the name of your content is already actionable. Now check the "mandatory" and "daily entry" options to increase competition.

Now enter your website's URL in the "link URL" field. Lastly, check the "automatically complete" option to continue. Now click on the "prize" tab and enter the name of your prize in the "name title" field, and enter the number of winners in the "number of winners" field. Now click on save to finish setting up your contest.
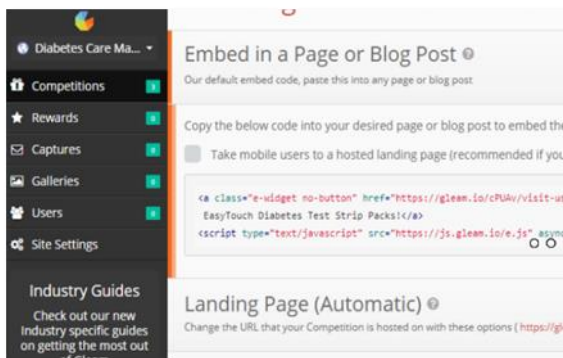
Sharing Your Giveaway

You will be given several ways to forward your contest, and we recommend you to share it on as many platforms as possible:

You can embed the code under "embed on a page or blog post" into external content pages or blogs.

You can share the landing page URL under "landing page" with people on social media. We recommend you to share it on Twitter and Instagram alongside the "#giveaway" hashtag.

And that is it! You'll be able to generate traffic and qualified leads with this technique because you'll be using a giveaway to only attract people that are interested in winning a prize in your niche!

Chapter 9: Increasing Web Traffic With An Email Campaign

Email marketing is still one of the most effective online marketing methods despite its age and the development of newer technologies such as social media.

And there is a way to keep past website visitors and email leads engaged with your website by adding them to a newsletter.

If they're interested in your content, they will be more than happy to click through your email links every time that they receive your email updates, which will increase your traffic and relevance.

In this lesson we are going to show you how to use "MailChimp" to set up a very compelling newsletter that will keep your readers coming to your site, even after they stop visiting it on their own!

Getting Started

Start on your MailChimp dashboard and click on the "create campaign" button. Now click on the "Email" option, and then on the "automated" tab.
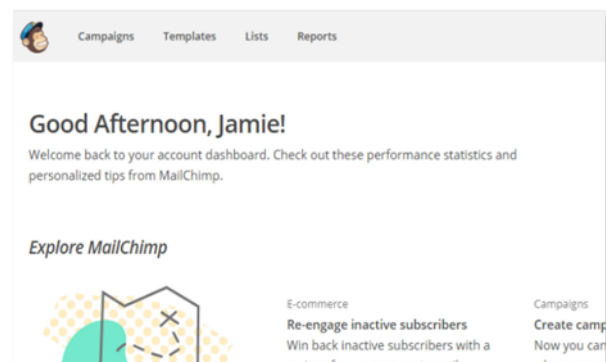
Now select the "share blog updates" option, and enter a name for your new campaign in the "campaign name" field.

Programming Your Campaign To Promote Blog Updates

Now select a subscriber list from the "select a list" menu below and then click on "begin" to continue. Now add your website's URL in the "RSS feed URL" field. This will allow MailChimp to retrieve your newest blog posts from your blog on autopilot.

Now move over to the "when should we send" section and select a frequency. We recommend you to select "every week" on "Tuesday" and a time between "12 PM" and "3 PM".

Now check the "resize rss feed images to fit template" option to make your newsletter emails more attractive and then click on "next".

On the following page we recommend you to leave the "entire list" option enabled and to click on "next".

In the "campaign info" page you'll only need to edit the "email subject field" to add a personalized message such as "what's new on" and to leave the placeholder personalization code as is. We also recommend you to check the "personalize the "to" field" option.

Now click on "next" and select and personalize a template for your newsletter email on the next page. For this example we are simply going to

select a custom template that we've designed for our business. Now we'll click on "next" to move on to the next step.

On the following page you'll just have to review your campaign settings before you launch it. Once you've checked that everything is correct you'll simply have to click on "start rss" and then on "start campaign". And that is it!

Chapter 10: Driving Web Traffic With An Affiliate Program

You can use an affiliate program to drive traffic to your site with product comparison articles. This type of blog post generates lots of search traffic because people are always looking for product comparisons to make purchasing decisions.

Signing Up For An Affiliate Program

There are several affiliate programs that you can join to promote high-selling products in your niche. In this example we are going to use the "Amazon Associates" program because it will allow us to promote consumer goods that sell well on the amazon marketplace, and that target popular niche keywords.
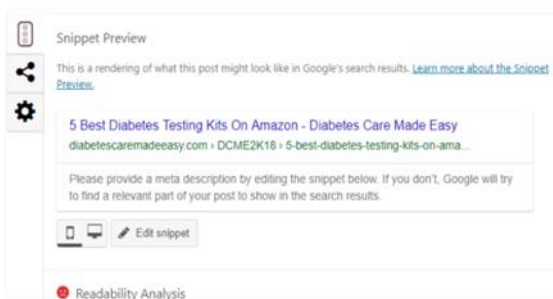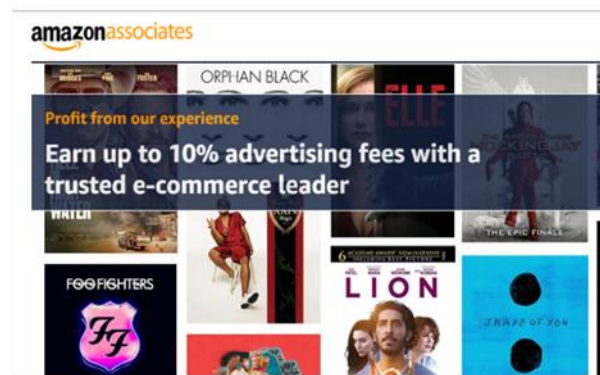
Creating A Product Comparison Article

Start by going to your WordPress dashboard and moving over the

"posts" tab on the left-hand menu. Now click on the "add new" option to start creating your product comparison post.

Now go to amazon.com and look for a popular product in your niche. Find at least 5 products to compare. This will allow you to create a list article with a number on the title.

Now decide what type of customer you want to target. You can target customers looking for the best products in the product category, or customers looking for the cheapest ones, or customers looking for the best-selling ones.

In our example, we are going to target customers looking for the best product in our selected product category. So our title will read "The 5 Best Diabetes Testing Kits On Amazon".

Once you select your product category and the type of customer that you are going to target you have to check what products you are going to discuss in your article. Because we selected to target the best in our target category, we are going to click on product pages of products with the highest ratings, and then we are going to generate affiliate links.

For example, we are going to enter this product page. Now we are going to click on the "text" option under "get link". Now we're going to copy the link.

Now we are going to go to the post editor on WordPress to add our affiliate link. What we'll do is to first insert a numbered subheading to cover this product. The subheading will be the name of the product.

Now we're going to highlight the subheading, and then we'll click on the "insert or edit link" button on the toolbar. We'll paste the affiliate link in the URL field and then we'll click on "apply".

Once you complete these steps you'll just have to write about the product that you added to the list, and then to apply these same steps for the remaining items in your list article. As you can see here in the "snippet preview", this is what your link will look like to search users.

It is worth noting that this is how it will appear to people using the search terms in our headline. That's why product comparisons generate traffic! In our example case, our link will appear to people looking for "best diabetes testing kits", which is a popular search term used by a very specific audience.

Besides, it will also appear to people searching for a review of a product in your list if you add the word "review" as a tag to your post, so remember to add relevant tags to your post before you click on "publish"!

Chapter 11: Driving Targeted Traffic For Cheap With An AdWords Campaign

The Google advertising network is also a great tool that you can use to boost traffic to your sites for dirt cheap. It's pretty easy to use too, and we're going to show you how to create a traffic generation campaign on the AdWords platform the right way.

Getting Started

If you already have a Google account you'll just need to go to "adwords.google.com" in your browser and sign in.
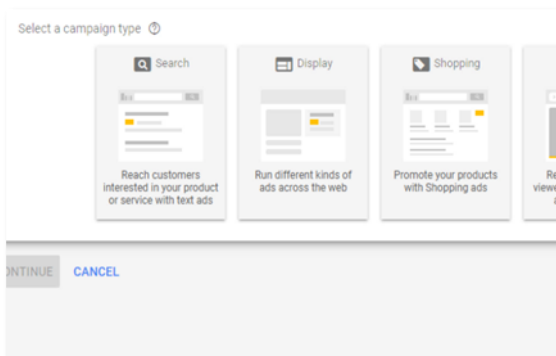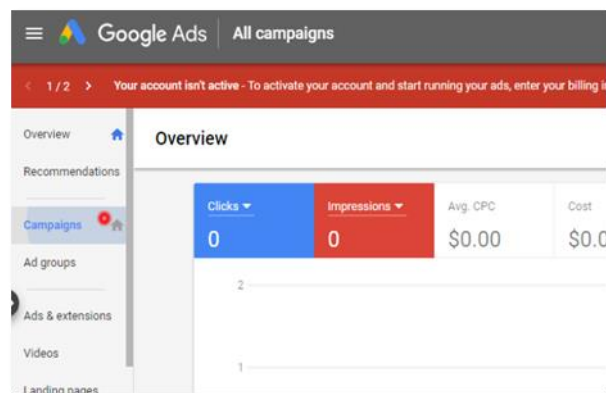
Creating A Traffic Generation Campaign On AdWords

Once you're logged in to our AdWords account you'll simply have to click on the "campaigns" tab on the left-hand menu. Now click on the blue "plus" icon and then on the "new campaign" option.

Now you will be asked to "select a campaign type". To drive search traffic to your site with AdWords you'll have to select the "search" campaign type, and then to select "website traffic" as your campaign goal.

Now type the URL that you want search users to reach through your campaign, such as your business website URL, in the "your business's website" field, then click on "continue".

Campaign Settings

Now enter a name for your new website traffic campaign in the "campaign name" field. Now select the networks where you want to show your ads. The available networks are the "search network" and the "display network". We recommend you to leave both selected.
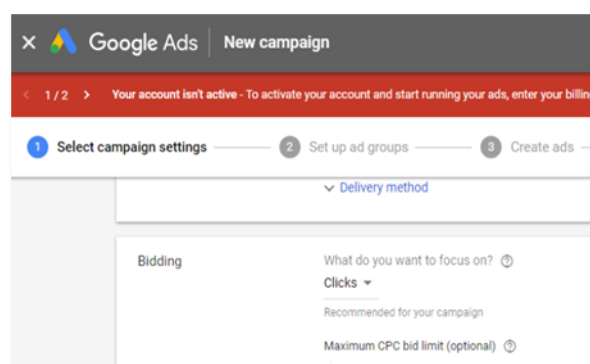
Now select locations to target on the "locations" section. Now select the languages that your customers speak in the "languages" section.

Now you have to set up your "budget and targeting" settings. First you have to enter the average amount of money that you want to spend on ads every day in the "budget" field.

Then you want to set up your bidding strategy in the "bidding" section. The optimal bidding strategy to generate traffic is to pay for "clicks" which is the default strategy when you select "website traffic" as your goal. You can also enter a "maximum cost-per-click bid limit" to limit bids to a specific amount.

Lastly, you can add "sitelink extensions" if you want to add additional links to your ads and "callout extensions" if you want to add more business information to your add.

Once you have configured your campaign settings you can click on "save and continue" to move to the next step.
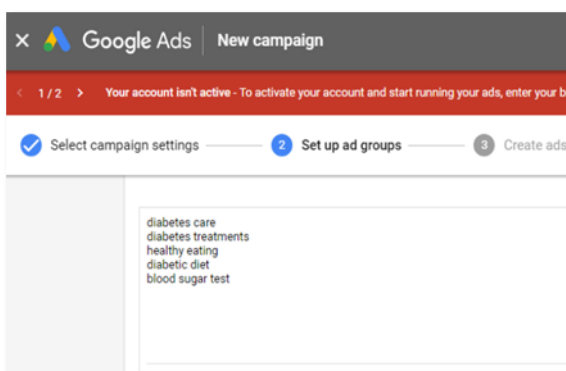
Ad Group Settings

Now you have to configure your ad group settings. Here you'll be asked to name the ad group for your new ads and to add the search terms and keywords that will trigger your ads in searches.

Start by entering the name of your new ad group in the "ad group name" field. Then enter your target search terms and keywords in the field below. You have to separate different keywords and search terms by a line. Otherwise AdWords will recognize them as a single long tail keyword.

You can select keywords and search terms from the "keywords ideas" column to the right too! You can click on "save and continue" once you're done configuring your ad group settings.

Creating Your Ad Creative

Now you have to create your ad. Search Text Ads are the cheapest,
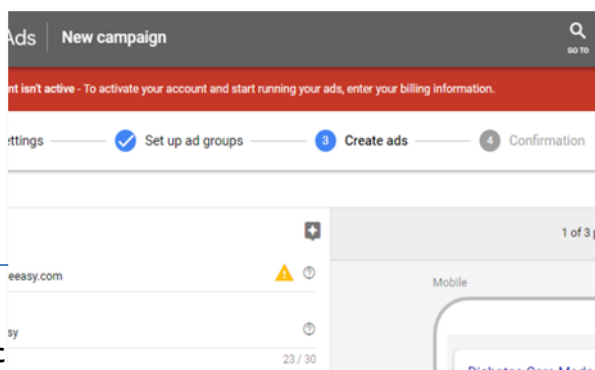
and also the easiest to customize ads on the "AdWords" platform, so you'll only need to add your "final URL", your headlines, and your descriptions.

We recommend you to use the "headline field 1" to add the name of your brand or business, and to use the "headline field 2" to add a shortened version of your blog's tagline.

Then use the "description field 1" to add an actionable phrase to entice search users to click-through to your site. We recommend you to use this field to insert a variation of the text in the "headline field 2" with a call to action.

You can click on "done" after you're finished customizing your ad, and you can click on the "new ad" button to add more ads to your ad group. Then

you can click on "save and continue" to move to the final step.
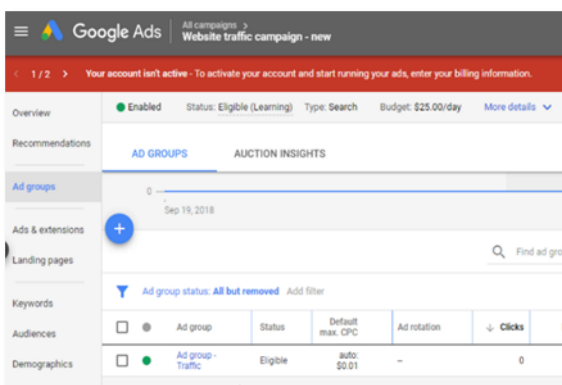
Launching Your Campaign

Next you'll just have to confirm your campaign settings and to click on "continue to campaign". And that's it! The AdWords platform will start triggering your ads every time that your target keywords are entered on Google, so get ready for the traffic onslaught!

Chapter 12: How To Get Your Site Indexed Instantly In 2018

Organic traffic is an essential part of your overall traffic generation efforts, and perhaps the most important. The reason why is because organic traffic is the major source of relevant traffic, the kind of traffic that will rank your site relevant in your niche.

But guess what? Your site has to be indexed in order to show up in search results. Most sites are already indexed; They get indexed on search engines over time. But if your site is relatively new, chances are it isn't indexed just yet.

So let's take a look at the steps you'll need to apply to get your sites indexed immediately.

Install Google Analytics On Your Site

Google Analytics is a tool that will measure your site's traffic stats. To install it on your site you have to

start by Setting up an Analytics account by signing up with your Google account at "analytics.google.com".

Enter your website's name and URL when prompted to and then click on "Get tracking ID". You'll be assigned a tracking ID and a tracking code. The simplest way to install Analytics on your site is to copy the "Website Tracking" code in your Analytics account and paste it inside the code of each one of the pages on your site. This will allow Google to track and verify activity on your site.

Add Your Site To The Google Search Console

The Google Search Console is a tool that will allow you to monitor your site for indexing activity, to manage how your site is presented on search results, and to manage security issues, among other things.

To add your site to the Search Console you'll simply have to start by logging in to it with your Google account at "google.com/webmasters/tools/home". You will be asked to enter your site's URL once you are logged in, so paste your site's full address in the "Add URL" field and then click on "add a property" button.

You will be asked to verify that you are the owner of the site afterwards. The easiest way to verify your site is to select the "domain name provider"

option, to select the name of your domain name provider from the menu on the following page, and to click on the "verify" button to complete verification.
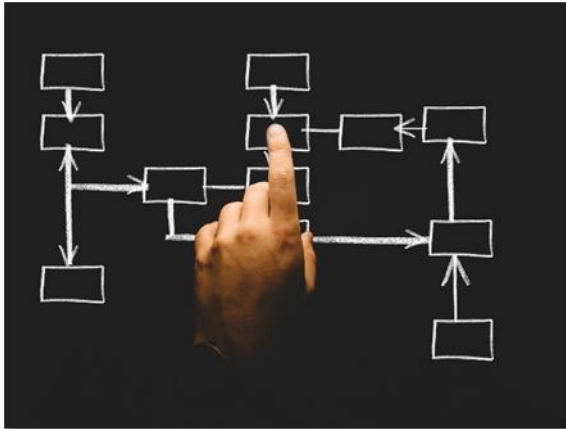
Create A Content Marketing Strategy

To keep your site indexed and relevant outside of your Search Console you will need to create a content strategy that will allow you to continually push your site to the top of search results. The template for a successful content marketing strategy is as follows:

Define the goals that you want to accomplish through your content. Do not focus only on generating traffic, because traffic is a given. Instead, focus on the results that you want to produce from attracting traffic to your site. For example, if you want to drive more sales, then your goal is to create content with the potential to encourage people to make purchasing decisions.

Define your target audience. Your target audience is not only defined by the type of people that will visit your site, but also by people who will find your site while actively using your target keywords in their search queries. You'll be able to define customer profiles by researching these people.

Define the type of content that you are going to produce. You will be able to define the type of content that you'll post about on your site by following

the type of content that your target audience consumes. That's the type of content that they want to see on your site.

Define where you are going to publish your content besides your site. Depending on the type of content and your target audience, you have to carefully select where else you will promote it. For example, if your content is business-to-business centric, then it will make sense to post it to LinkedIn.

Define how often you are going to post content. One well documented, well written long-form post a week is enough to attract traffic and drive actions, but that's something that you'll have to test out.

Define what systems and tools you will use as support. Fixed schedules, social media management and content delegation are examples of systems and tools that can help you fit more quality into your strategy in less time.

Once you have defined a content marketing strategy, you will have to apply it to your blog. Don't blog for the sake of adding keywords on your site, and make use of your content marketing strategy to drive actionable results from your visits, which will help you to enhance your domain authority and to keep your site indexed.

Use Internal Links

Linking your own content within your website is a very easy way to get indexed quickly and to increase your search ranking. Internal links
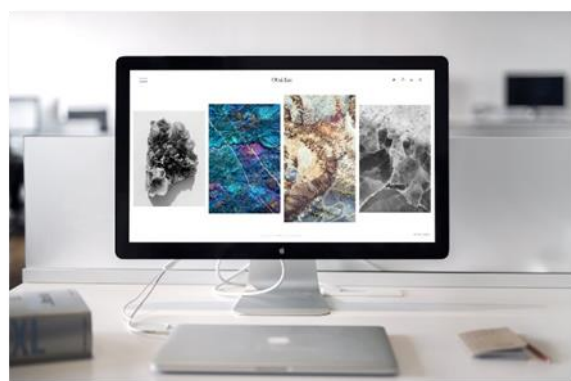
work very similar to backlinks because they link your content to other relevant topics. Right from inside your own site!

To create internal links you'll simply have to insert a link to a page on your site on a keyword or phrase within your content.

Generate A Sitemap File Of Your Site And Add It To The Search Console

A sitemap file is a file that contains information about all the sections and pages on a website. A sitemap file will help a search engine to index a website's information faster because the file updates the search engine about changes on the site in a matter of minutes.

Generating a Sitemap file is quite easy. Just go to "xml-sitemaps.com" and enter your website's URL in the "website URL" bar, then click on "start". Wait while your sitemap is generated. Click on "Download your XML sitemap file" to download your sitemap file to your computer.

Now log in to the Google Search Console with your Google account and click on the "sitemaps" option, then click on the "add/test sitemap" option to add your sitemap URL. Your sitemap URL is your site's full address followed by "/sitemap.xml".

And that'll be it! We recommend you to generate and submit a new sitemap file every month to keep everything indexed on time.

Chapter 13: Crazy Traffic Generation Tricks That Work In 2018

A lot of the hottest traffic generation tricks that worked a few years ago are not relevant anymore. It might be because they've been overused by everyone and thus ended up saturating search results, or it might be due to changes in traffic algorithms.

Whatever the case may be, we've learned through trial and error new tricks that are proven to generate traffic like magic. Here are our top picks!

Include Links To Your Content As Resources In The Middle Of Guest Posts

From a guest's perspective, guest posts are intended to increase traffic to a site by getting people to click on the link included in the guest author's bio. The sad truth is that the majority of people just skip the bio, and they don't click on the links.

You can still get lots of traffic from your guest posts by adding links to your content pages on guest posts. You can either add links to specific terms or

phrases within the content, or you can simply add direct links under a "sources" or "resources" section at the end of a title on list articles or at the end of the article.

Leverage Blogger Outreach

A pretty powerful way to maximize traffic is by leveraging blogger outreach. Basically you will need to create content that is so authoritative that influential bloggers won't mind sharing with their social following.

You'll simply have to email influential bloggers that you know have previously shared content from other sites in your industry or niche. Now, don't ask them to share your content. Just ask them if they'd like to check your content before you post it on your site. If they like it, they'll share it, because it benefits them, and you'll benefit from exposing your content to their traffic!

Use "Question Analyzer" Tools

There are certain tools out there such as Buzzsumo's "Question Analyzer" and the "answerthepublic.com" website that

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allow you to find the questions that your target audience is typing on search engines.

You just have to enter the keywords and search terms that you are targeting within your content on your question analyzer of choice and you'll be provided with a list of the top questions asked on search engines that include your keywords and terms.

Then you can use that information to create entire blog posts dedicated to answering those questions and to add those questions to your content. That will help you to rank on top of searches made by people looking for answers to those questions!

Split Test Different Titles For The Same Content

We recommend you to either post the same content with different titles on different pages or to post it with different titles at different intervals, such as posting it with "Title A" for a week and to repost it with "Title B" for another week.

This will help you to see which title performed better, which you can measure by checking the click-through rates that each title got. Your best-performing title is the one that your audience likes the best, so make sure to optimize your future titles based on the best-performing title!

Participate On Forums

Forums can be a great source of traffic if you participate actively. The trick behind getting traffic from forums is divided into two steps:

Participate as an expert by responding to questions posted by other forum users. You won't have to share links to your website in this step, you'll just have to make yourself known and to establish yourself as an expert.

Post original content once you have established a presence. The trick here is to start a discussion about a topic that you have already covered on your site. That way you'll be able to casually link to your site's content, and because you've already established yourself as an authority, users won't mind following your links. If they find your content useful, then you'll generate regular visitors!

And this is it! Follow these simple tips and apply these simple tricks to multiply your traffic in no time!

Chapter 14: How To Get Guest Posts To Build Traffic

We're pretty sure that you already know what guest posting is all about, even if you're new to the blogging and online marketing worlds. On a very basic level, guest posting is all about posting an article on a popular site to get exposed to that site's readership.

But it is much more than that! Guest posting will also allow you to build relationships with niche influencers and to boost your own site's search engine optimizations, which will help you to drive more relevant traffic to your content.

The problem is that the hardest part of guest blogging is getting started. The good news is that we're about to share our secret formula with you to help you find guest post opportunities quickly, even if you're just getting started!

Get Some Awesome Content On Your Site

Getting guest posting opportunities will require you to show to future prospects that you are capable of producing valuable content and that you are worth trusting with writing as a guest on their sites.

So before you start reaching out to site owners to ask for guest posting opportunities, you'll have to create content to post on your site.

Now, don't create content just to impress other site owners. Just create the type of content that your audience wants to read, engage with and share, and use it to build social proof for your site.

Create A List Of Prospects

Once you've made sure that your site will look good to other influencial bloggers in your industry or niche, you'll have to research a list of sites that are likely to want to have you as a guest blogger.

That means that you'll have to find which sites are publishing content like yours and, just as importantly, to find which of these sites are currently in demand of guest posts.

The easiest way to find these sites is to simply do some keyword research on Google. The best method is by using the keywords that your own audience uses when looking for content in your niche, to use the keywords that have ranked your site on search results, and to use the keywords and phrases that have ranked other, more popular sites in your niche.

Once you have found a good number of potential sites to ask for guest posting opportunities, you'll have to make sure that they have a good search ranking and a good domain authority by using a competitive analysis tool.

Once you've found the higher-quality sites, you have to find out whether they're accepting guest posting requests. To find that out you'll just have to check the links section on their site and to look for a link that reads "write for us" or "blog for us", or a variation of that same message.

Alternatively, you can also check the "contact" or "contact us" section, where some sites direct visitors to a specific email address where they receive guest posting requests and article pitches.

Sometimes you'll be able to find influencers directly looking for guest bloggers on Twitter. You'll just have to enter the following terms in the "search twitter" bar:

✓ Guest post

✓ Guest Blog

✓ Guest Blogger

✓ Writer needed

✓ Write for us

✓ Blog for us

You can also enter a niche keyword followed by any of those terms to find more specific results. What you'll get is a list of twitter posts from influencers asking for guest posting submissions.
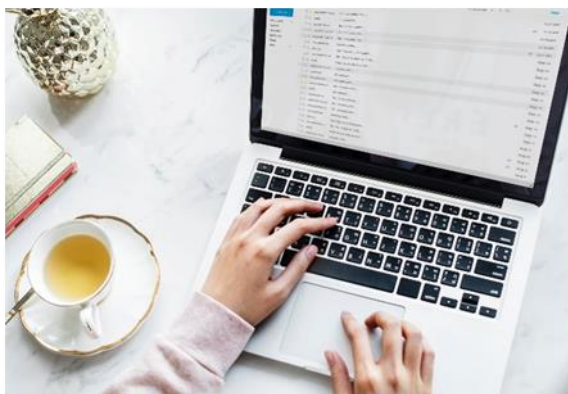
Pitch Them A Draft Of A Potential Post

Once you've completed a list of relevant sites where to send your guest posting requests, it will be time to start pitching.

Now, most marketers and bloggers have a vague idea of how to pitch a guest posting request, and it almost always backfires. There is a single tactic that has invariably worked for us every time, and we're about teach it to you.

Start by taking a look at their submission guidelines. This is very important, because most sites and influencers won't take pitches from potential guests that don't follow their guidelines.

Now, what most bloggers do when pitching a guest posting request is to simply pitch an idea, mostly as a potential title based on the content

requirements of the site that they are pitching to. This is a big mistake, because these people get hundreds of titles pitched every day.

What you have to do instead is to pitch a complete draft of a post based on the content requirements of the site or influencer.

The right way to do it is to create your draft in a "Microsoft Word" document and to upload it to an online location such as a "Dropbox" or "Google Drive" folder.

Now email the address where you are instructed to pitch your guest posting request. Don't add a title to the email's subject line! Instead, use the subject line to tell the recipient that you are sending a guest post request followed by niche keywords according to the content requirements. For Example:

✓ Guest Post About...

Open the email message with a greeting to state that you are interested in publishing a guest post on their site. Then introduce yourself. Highlight your current blogging activity as well as accomplishments such as social proof of engagement on your site.

Then include a brief description of your draft, and write about why you think it is important to discuss the content in your draft, and be explicit about your openness to receive new guidelines and to make corrections. Lastly, include a link to your draft!

Engage After Getting Your Guest Post Published

Congratulations on getting your guest posts! Remember that popular blogs and influencers publish guest posts on their sites to increase traffic and to keep them filled with fresh content, so make sure to keep your posts alive for as long as possible by engaging with those sites' audiences.

You'll simply have to respond to comments on your posts and to offer valuable insights. By engaging with other users, you will be increasing the host site's domain authority. And you will also be increasing your blog's presence and referral traffic from the sites where your guest posts are published!

Chapter 15: How To Improve Bounce Rates

Are you having a hard time with keeping visitors on your content pages? Does it look like some people are not interested in navigating your site? Then you might have a problem with bounce rates.

The bounce rate is the percentage of visitors that abandon your site quickly after landing on a page, and a high bounce rate is something that can affect your domain authority and your ability to appear on top of search results. So let's take a look at some of the strategies that will help you to reduce your bounce rates.

Have More Landing Pages

A good way to improve your bounce rates and to also increase qualified traffic and conversions is by having more landing pages. To be precise, having 40 or more landing pages can actually help you to get 12 times more traffic than having the usual 3 to 5.

Redesign Your Content Marketing Strategy

Having a high bounce rate is a sign that something's not going on well on your site. Maybe your content isn't valuable or original enough.

Maybe you are not using the right voice to communicate your marketing message.

Whatever the case may be, you might need to redesign your content strategy:

- ✓ Start by analyzing your current performance. Observe what are the exact points at which your visitors abandon your site. Navigate your own site and look for faults in the user experience.
- ✓ Do some research about what you can do to make your content more engaging and to improve the user experience. Watch for conversations on social media, conduct surveys, and develop buyer personas.
- ✓ Create an optimization plan according to the information you have collected.
- ✓ Redesign your creatives, your branding, your landing pages, and the technical aspects of the user experience on your site.
- ✓ Test and split test your optimizations.

✓ Develop and run an optimized marketing campaign. Include search engine optimizations, hyper targeted pay-per-click and display ad campaigns, and drip email campaigns.
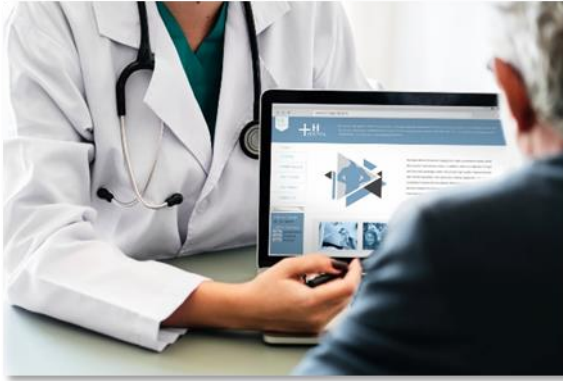
Improve Readability Of Your Content

Your site's design is closely followed by your content's readability when it comes to user experience. Poor readability might contribute to bounce rates.

Here are some techniques that you can apply to improve the readability of your content:

✓ Large chunks of text and thick paragraphs are uncomfortable to the eyes, so make sure to properly divide your text into small paragraphs.

✓ Use big and bold headlines.

✓ Use bold headlines and bullet points to highlight benefits or important elements within your content.

✓ Use images, graphs, screenshots and quotes across your content to make it visually appealing.

✓ Bolden some keywords.

✓ End all your content with a "Conclusion" subheading to summarize and give closure to all your content pieces. This will allow you to capture the attention of visitors with short attention spans, or of those

visitors that prefer to get to the point. Add a question and an actionable phrase to drive engagement.

Limit Pop-Ups

Pop-ups are an absolute must when you are using your site to grow an email list, but not to much when you are building a site to grow long-term traffic. 70% of users consider that pop-ups disrupt the user experience, and they can contribute to a high bounce rate.

If you can't get rid of pop-ups, then try to limit them to pages designed to capture leads. Otherwise you'll just be using them to scare away potential organic traffic.

Target High-Volume Keywords With Multiple Landing Pages

It is common to see that most exit rates come from the landing page. That's why we recommended you to create several landing pages, which you can use to target high-volume keywords.

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What you have to do is to create several variations of your landing page that not only differs in wording, design, and placement of elements, but also in their target keywords. So all you have to do is to use each landing page to target high-volume keywords that people are searching for in your industry or niche.

Program External Links To Open In A New Tab

A common mistake that site owners make is to allow external links to open on the same tab. The problem with this user experience choice is that you will redirect users to a different site, and they'll have to click on the "back" button every time that they want to go back to your site.

This might work the first few times, but they'll get tired of it soon, and they might not come back to your site! And that counts as bounce rate.

To avoid that, you'll simply have to program external links to open on a different tab or window. How you do this will depend on your content management platform. WordPress, for example, will allow you to download a plugin called "WP External Links" that will open all redirects on a different tab.

Apply all these simple yet highly effective strategies and people will hardly leave your site!

Chapter 16: Web Traffic Best Practices For Businesses

When you are working towards growing traffic to your site as a business, you're doing it with several objectives in mind, such as increasing brand recall, making sales, and nurturing clients through a sales funnel and customer journey.

That is why it is important to implement certain practices that will help you to reach your business objectives with traffic generation strategies.

Build Traffic On Business Networking Platforms

Business networking platforms such as LinkedIn can help you to grow your traffic and to improve your site's ranking. There are two easy methods to build links on business networking sites.

The first method is by simply creating a business profile on sites such as "LinkedIn.com" and "Spoke.com". Your profile will get immediately indexed because it will parasite from a larger, very relevant website, and it will boost your own site's ranking because by adding your website URL to those profiles you will be creating a backlink.

The second method is by link swapping. Active members on LinkedIn are looking at attractive company pages all the time, and when people check your company profile they are also likely to check your website through your link. This will allow you to build referral traffic from reputable sources, be it from LinkedIn or from the websites that members were previously looking at!

Link swapping works two ways, so remember to also visit the profiles of members or companies that have visited yours to click on their links too!

Use Viral Marketing Tactics

We don't recommend you to try your hand at making all your content go viral, but we do recommend you to use viral marketing tactics that can help you to make your products and services more popular.

Creating humorous videos and animations to promote your brand is an easy way to go viral within your niche. Representing your products or services through cartoon characters with appeal can also help you to go viral.

Basically, any type of strategy that helps you to replicate your marketing message quickly through viral traffic will do the trick!

Make Use Of Traffic Generators Related To Your Industry

People are afraid to link to additional resources on their business sites because they believe that it will affect their bottom line, but unless you're placing ads for similar products on your own store, chances are that using interactive resources to keep people on your page and to encourage more visits will no doubt help you get more business down the line.

In the case of a business website, these interactive resources are called traffic generators because they can attract traffic generated by people who are searching for specific keywords that you might not be targeting with your product pages but that you can target with your resources.

The easiest way to add a traffic generator to your site is by adding a blog section on your store or business website, but there are a lot of other possible traffic generators that you can use depending on your industry and the products or services that you sell.

For example, if you have a website to promote your wholesale t-shirt business, you can create a directory of online t-shirt stores on your site as well as to link to external sites that explain how the retail and wholesale clothing industries are different.

That way you'll be able to grow traffic from people who are actively looking for online t-shirt stores, some of whom might later get the idea to start an online t-shirt business and to print all their shirts with you!

Create Email Promotions

If you already have a sizeable email list made of people who have visited your business website, then you should create a special offer for them to generate traffic from repeat visitors.

The easiest way to achieve this is by creating a special coupon with a discount that they can use on any product or service on your site. Offers like this encourage traffic in two ways.

First, if you have a large catalog of products or services, you'll have visitors navigating your site in search of something in which they can use their coupons. Secondly, you'll have visitors spending more time on your site, deciding what to use their coupons on!

There you have it! These seemingly simple yet highly effective strategies will help you to generate relevant traffic and valuable leads!

Chapter 17: Do's and Don'ts

Do's

Post Regularly

Having a blog section on your sites and posting fresh content on regular basis or scheduled basis is essential. Doing so will make your sites more relevant to search engines, which will make it easier to be found by people using your niche keywords in search queries.

Write Well

Be careful with grammar, spelling, wording, and presentation. Don't rush your content! Quality blog posts that are helpful, easy to understand, and easy to read, are a great way to keep engaging readers and to keep them coming back to your site.

Have A Memorable Website

Select a design and a theme that are appropriate for your niche and that is attractive to your audience. This will help you increase traffic through brand recall.

Leverage Your Existing Network

You already have people that can help you get more traffic,

including friends, clients, colleagues, and family, so make sure to share your content with them and to ask them to share it with their own networks when appropriate.

Add Links To Your "RSS Feeds" On Your Sites

You can add links to your Blog's RSS feeds on your sites to make it easier for regular readers to receive your content on their feed readers. That way you'll make sure that they won't stop visiting your site!

Always Use Tags

We recommend you to always add your niche keywords, general search terms and other long-tail keywords as tags on your site and on your content to make it easier for people to find you on search engines and on content aggregation platforms!

Curate Content

You can build lots of traffic by finding and aggregating high-quality content from other sources on your site. You will generate traffic from all the people that would rather get all their content from a single site instead of visiting several!

Track Your Performance

Use tools such as Google Analytics to track how well your traffic generation campaigns are performing. Pay special attention to metrics such as keyword rankings, average traffic, traffic sources, and average conversions in relation to traffic.

Add Relevant Links To Your Content

Adding external links to content on authority sites is a great way to boost your site's search engine optimization and to attract even more traffic.

Optimize For Mobile

Google and other search engines rank responsive sites higher, and over 50% of organic traffic to a site at any given time will come from mobile, so make sure to optimize your site for both desktop and mobile users!

Don'ts

Don't Copy And Paste Large Pieces Of Content

Don't try to pull in traffic to your site by copying large pieces of content from more popular sites to paste it into your site. Search engines are really good at detecting duplicate content, so stealing content this way would only push your sites down the rankings!

Don't Overuse External Links

Having too many external links across your content can harm your search engine optimization efforts because search engines identify content with lots of outbound links as spam.

Don't Buy Backlinks

Search engines put a lot of resources into detecting and penalizing sites that pay for backlinks, or that hide links within content to manipulate search rankings, among other practices, so focus on proper "SEO" strategies to avoid losing traffic.

Don't Stuff Keywords

Avoid stuffing keywords and terms into your content. It won't help your site to rank higher! Instead, focus on well-structured, well-written content focused on a single topic.

Don't Spam

Don't inundate your site with sales messages and urgent calls-to-action. That's the easiest way to make first-time visitors to lose interest. It will also get your site flagged as a spam site by search engines.

Don't Expect Immediate Results

Metrics are important, but testing is important too. Your average traffic and bounce rates will not look the best in the beginning, so focus on improving your content and your search engine optimization strategies.

Don't Limit Your Content With Geo Keywords

We recommend you to expand your content with universally

recognized keywords to increase your reach. If you only use keywords from a specific location, you risk limiting your traffic to that single location!

Don't Overuse Ads

Adding ads to your site is a great monetization strategy, but avoid overpopulating it with ad slots. That will make your site look as a spam site, and you'll lose traffic because of it.

Don't Slow Down Your Site

Load speeds are a huge ranking factor as well as important for keeping visitors on your site, so avoid adding too many images, videos, and any other interactive elements that can slow down navigation on your pages.

Don't Do Guest Posts On Low-Quality Sites

Before you send or accept a request for a guest post, make sure to investigate the sites where you'll be featured. Make sure they're not penalized, or that they don't spam, or that they're not considered irrelevant in your niche. Having a backlink on a low-quality or a penalized website will affect your site's ranking and relevance as well.

Chapter 18: Premium tools and Services to consider

SimilarWeb

"SimilarWeb" is a web ranking tool that will give you traffic and performance insights about any site. You'll just have to enter a website's URL on the tool's homepage and it will provide you with traffic information that will help you to benchmark your own performance within your industry, to learn about your competitor's traffic generation strategies, and identify emerging online trends!

Majestic

"Majestic" is a marketing search engine that will help you to analyze the link building profile of any competitor or authority site. You can use it to look up and compare backlink growth rates, search scores for specific URLs, and to access the world's largest link intelligence map!

iSpionage

"iSpionage" is a keyword monitoring tool that will help you to basically steal your competitors' traffic by showing you what keywords they're targeting for organic searches and in pay-per-click campaigns. You'll just have to provide "iSpionage" with a competitor's URL and it will show which keywords and terms are ranking them on top of search results, as well as which keywords and terms your competitor is paying the most to target in AdWords and other PPC platforms.

Monitor Backlinks

"Monitor Backlinks" is an online monitoring tool that will allow you to monitor different competitors' backlinks and keywords, and it will help you to grow your traffic by letting you know which sites have the highest authority domains. That way you'll know what sites are better for building backlinks to your own site!

SEMrush

"SEMrush" is a keyword research tool that will allow you to find out which keywords and terms are getting your

best-performing competitors ranked on search engines. You'll just have to provide SEMrush with a competitor's site URL and it will give you detailed information about what organic keywords the site is ranking, as well as about ad keywords and the site's traffic!

SpyFu

"SpyFu" is a competitor analysis tool that will allow you to learn what keywords your competitors are targeting for organic search and on targeted traffic platforms such as AdWords. You'll just have to type the domain name of your competitor on the tool's search bar and it will show you information such as how many organic search results a target keyword generates for your competitor!

Woorank

"Woorank" is a competitive analysis tool that will help you to optimize your website for more traffic based on best practices applied on your competitors' own sites. You just have to provide "Woorank" with a competitor's domain name and it will review it to show you which elements you can copy from that site to attract more traffic, as well as what elements can be improved and what elements should be avoided!

Link Explorer

"Link Explorer" is a link analysis and competitive research tool that will help you to follow your competitor's link building efforts. With this tool you'll be able to see which authority sites are linking back to your best-performing competitors, their domain authority, and their link data.
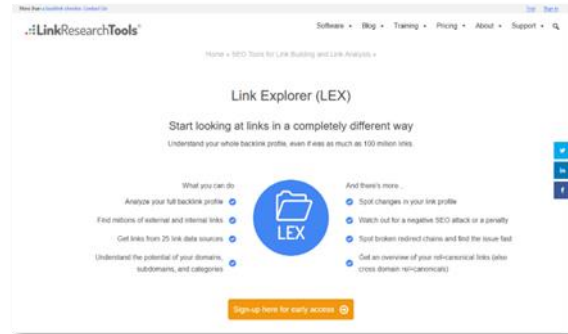
SocialMention

"SocialMention" is a browser-based tool that will allow you to monitor mentions in real time. You can use it to track what is being said about any term or brand across the internet, on blogs and on social networks. This will allow you to appropriate and use the best-performing keywords to attract traffic!

Website Grader

"Website Grader" is a competition spying tool that will allow you to examine competitor sites' performance. You will simply have to enter your competitor's site URL on the tool's homepage and it will provide you with a score based on the site's blogging success, social media activity, search engine optimization efforts and average traffic. You'll be able to use

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this information to see which are your best-performing competitors so you

can reverse-engineer their traffic generation strategies!

Chapter 19: Shocking Case Studies

WordStream

"WordStream" is a marketing agency that specializes in paid advertising campaigns and marketing software.

Objective: The company's objective was to develop and launch a "link baiting" campaign to capitalize on a recent local controversy.

Strategy: The minds behind WordStream ran a poll and published the results as a study on the firms site. Then they blasted the study through press releases, strategic seeding, social media, and search engine optimization.

Results: The company was able to generate traffic from a whopping 236 backlinks, including a backlink from the "New York Times"!

Ahrefs

"Ahrefs" is a company that develops online-based tools to help marketers grow traffic, research their competitors and monitors their niche.

Objective: The company's objective was to increase its traffic growth rate, which was low compared to search volume.

Strategy: The Ahrefs marketing team decided to delete 266 blog posts worth over 170,000 words. The strategy was to delete content that had almost no views and no referral links or traffic to improve the site's ranking.

Results: By deleting content with poor performance metrics, the company was able to increase search traffic to the blog by 89%!

Buffer

"Buffer" is an online marketing company that specializes in social media marketing services for businesses.

Objective: The company's objective was to increase and maintain monthly visits to its blog.

Strategy: The Buffer team devised a content marketing strategy focused on the evolution of social media, on how to create awesome social media content, and on tips and tricks for social media marketers.

Results: The company was able to grow traffic to 1.5 million monthly visits after implementing its content marketing strategy!

The Renegade Pharmacist

"The Renegade Pharmacist" is an online healthcare store run by Niraj Naik, a qualified pharmacist from India.

Objective: Niraj's objective was to increase relevant traffic to his site.

Strategy: Niraj found a health-related blog post with potential to go viral. He reverse-engineered it with an infographic, posted it to his site's blog, and then shared it on popular aggregating sites such as "reddit.com" and "The Huffington Post".

Results: Niraj's post went viral soon, generating a little over 900 backlinks in just a few days, increase domain authority that ranked the site for almost 1,000 organic keywords, and more than 3,000 visits in a single day!

Snack Nation

"Snack Nation" is an online healthy snack delivery service that caters to homes and offices.

Objective: Snack Nation's objective was to improve its content marketing strategy on its blog, seeing as how only about 20 people were searching the keywords they were ranking for.

Strategy: The company started to do keyword research and found keywords related to its niche with higher monthly search volumes and higher

commercial intent. Then they asked customers and other bloggers to give them ideas, which they later made into blog posts.

Results: After applying this strategy, the company was able to increase homepage traffic by 59% and to generate a steady 10,000 plus blog views a month!

Slidebean

"Slidebean" is an online marketing company that provides presentation software to businesses, startups and entrepreneurs.
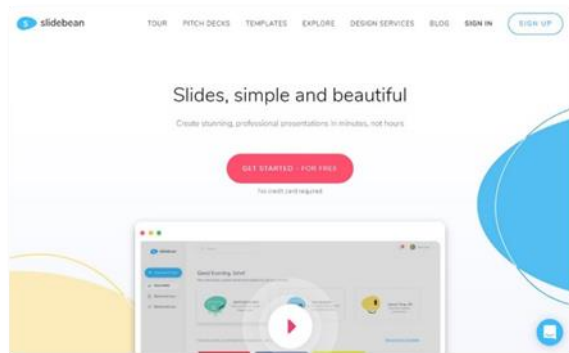
Objective: The company wanted to reduce their costs-per-acquisition and to engage potential customers with organic strategies.

Strategy: The people behind Slidebean's marketing efforts decided to boost their paid campaigns by optimizing them with high-ranking search terms in their niche.

Results: By applying these optimizations the company was able to generate over $200,000 in revenue from a $70,000 ad spend!

Scoro

"Scoro" is a business management software company that specializes in

1

advice, tools, and hacks tailored for smart teams.

Objective: The company needed to increase traffic growth after a failed attempt at boosting traffic with blog posts that didn't provide short-term or long-term value.

Strategy: Scoro's team started to create their own blog posts, which were focused on high-level growth strategies. The team also made extensive use of interlinking between different posts within a single piece of content.

Results: Traffic on-site increased by 1,843% in just 12 months, and the site went from getting 6,000 monthly visits to over 31,000 monthly visits in just 11 months!

Nat Eliason

"Nat Eliason" is an online marketer and entrepreneur. He is the founder of "Growth Machine", a highly specialized organic traffic growth service.

Objective: Nat's objective was to initially drive around 10,000 visitors a month to his blog. He determined that he could achieve this with 6 awesome blog posts worth at least 20 or 30 hits a day.

Strategy: Nat collected lots of blog post ideas and picked the ones that he could develop in depth. He then worked on those ones with the highest
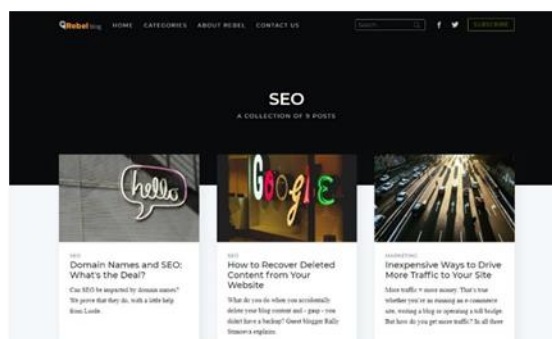
volume of high-ranking keywords, but focused on keywords that primarily ranked his smallest competitors.

Results: Nat was able to generate a steady 50,000 monthly visits to his blog, vastly surpassing his initial goal!

Ti Roberts

"Ti Roberts" is a blogger and founder of "The SEO Rebel", a blog about SEO-free traffic generation strategies.

Objective: Ti Roberts' objective was to relaunch her blogging career by driving as much traffic as possible to her new blog.

Strategy: Ti's strategy was to connect with top bloggers in her target niche. She used her blogger profile to comment and interact with bloggers and users on high-traffic blogs and sites such as "trafficgenerationcafe.com" and "bizsugar.com", eventually landing several guest posting offers.

Results: Ti was able to generate over 27,000 visits to her newest blog in 4 months, and built relationships with 10 top bloggers!

Brian Dean

"Brian Dean" is an internationally recognized "Search Engine Optimization" expert and the founder

of "Backlinko.com", an "SEO" training website.

Objective: Brian's objective was to generate high quality links to his site to increase search traffic.

Strategy: Brian's strategy was to find quality content, to make it longer, to add highly relevant items to it, and to post it to his site. He then contacted owners of authority sites who have already linked to similar content and asked them to include links to his content on their sites.

Results: This strategy helped Brian to increase traffic to his entire site by 110% in less than 15 days. He also generated over 300,000 referral visits to his site through those links alone!

Chapter 20: Frequently Asked Questions

W

hat's The Easiest, Most Straightforward Way to Get Traffic To A Website?

Although traffic generation strategies vary widely across niches, they all start the same way: with great content and some manual outreach. Great content will help you to engage the attention of users, and manual outreach will help you establish a presence wherever your audience hangs out. What strategies you apply afterward will greatly depend on factors that will be unique to your campaigns.

What Is The Difference Between Traffic Generation and Lead Generation?

Traffic generation is the sum of the actions that you take to attract people to your digital assets, such as your website and your product pages. Lead generation on the other hand is the act of qualifying the traffic that you're getting in order to properly identify leads across the customer journey. They're essentially two stages of the same process!

Do You Need A Sales Funnel Even If You're Getting Lots Of Visits To Your Websites?

Yes! The fact that you're getting 10,000 or more visits a month doesn't mean that you'll drive sales from all the traffic. In fact, you might be losing the opportunity to make sales without a funnel, because a funnel will help you to convert potential customers into repeat business.

Is Traffic Volume An Irrelevant Metric?

Though not irrelevant, there are other metrics that will gain relevance as your campaign advances, such as purchasing intent and time spent on your site, among other metrics related to user behavior.

What Is The Difference Between Buying Website Traffic and Getting Paid Traffic?

Buying website traffic is when marketers buy cheap traffic from people who harvest hundreds of blogs and micro sites where to place backlinks. This

does nothing but getting a site noticed by a search engine such as Google, but it won't do much in terms of ranking or increasing domain authority.

Getting paid traffic, on the other hand, is when marketers drive traffic to their sites through paid adverts. This type of traffic, although sometimes expensive, is one of the most efficient ways of driving highly-targeted traffic to your website.

How Can You Spot Fake Traffic?

There is a real possibility that your site will end up getting fake traffic, which can affect your ranking, domain authority, and outreach. The easiest way to spot fake traffic through your analytics platform is to check traffic sources that generate unusually high bounce rates.

Yet sometimes fake traffic won't generate high bounce rates, so another easy way to spot fake traffic is to check for traffic sources that generate very specific page visit durations on a single section of your sites.

Is Social Media Traffic As Good As Search Traffic?

Social media traffic is indisputably good, because having a social following will guarantee you a steady stream of qualified traffic, but search traffic is once again driving more traffic than any other source, with search traffic driving 35% of online traffic and social media driving 26%.

Is It Possible To Limit Traffic From Certain Locations?

Traffic locations will depend primarily on your site's language and on how expansive your content is, but you can always try to limit ranking for certain search terms by using Geo keywords that target specific regions.

Is It True That Your Site Can Get Penalized By Search Engines Because Of Traffic?

Though as ironic as it might sound, the answer is yes. Your sites can be penalized by search engines, especially by Google, if you're generating the WRONG kind of traffic. That means traffic from suspicious sources, and sometimes when your site drives traffic to other suspicious or illegal websites.

The best ways to avoid being penalized by search engines is by not producing low quality content, by avoiding sensitive topics such as piracy, by avoiding duplicate content, keyword stuffing, and perhaps most important of all, low quality backlinks. So always make sure to check your referral traffic sources to disavow suspicious sources of traffic to your sites!

Are Search Engine Rankings Permanent?

No. Search engine rankings change all the time, as well as the relevance of search terms and target keywords. This is because new websites and content pages are being discovered by search engines every day, because older sites are removed, older content becomes irrelevant, and because search engines algorithms also change the ways in which they evaluate websites.

The best way to keep your content pages relevant and your site ranked is by continually upgrading, enhancing, and optimizing your search engine optimizations.

Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.

And in order to take your Traffic Generation Efforts even farther, we invite you to get the most out of it by getting access to our Step by Step Video Training clicking here **(Insert your Upsell offer URL)**.

Thanks so much for the time you have dedicated to learning how to get the most advantages from Traffic Generation.

Traffic Generation have come to stay in the market forever.

To Your Success,

Your Name

Click here to access my exclusive Traffic Generation 2018 Video Training! (Insert URL)

Top Resources

Videos
https://www.youtube.com/watch?v=68o0Vcw4OPU
https://www.youtube.com/watch?v=YRt22ELIynk

Tools & Services
https://website-designs.com/online-marketing/12-traffic-generating-tools-of-today/
https://adeldemeyer.com/automate-traffic-generation-website/

Training Courses
https://www.udemy.com/traffic-generation-course/
https://www.udemy.com/how-to-get-tons-of-targeted-traffic-to-your-site-for-free/

Blogs
https://www.searchenginejournal.com/blogging-101-traffic-generation-blogs-budget/109627/
https://neilpatel.com/blog/7-proven-strategies-to-increase-your-blogs-traffic-by-206/

Forums
https://www.warriorforum.com/tags/traffic%20generation.html
https://www.cnet.com/forums/discussions/what-are-best-traffic-generating-sources/

Affiliate Programs
https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=traffic
https://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=web+traffic

Webinars
https://www.youtube.com/watch?v=A3Yltyl_yRk
https://www.youtube.com/watch?v=jHEkK_Atdzo

Infographics
https://www.normbondmarkets.com/traffic-generation-methods-for-newbies-infographic/
https://www.business2community.com/seo/ways-to-use-seo-for-lead-generation-infographic-02119558

Case Studies
https://smartblogger.com/traffic-case-study/
https://thedigiterati.com/tips-case-study-website-traffic-generation/

Facts
https://bloggingwizard.com/traffic-generation-secrets/
http://24tracker.com/facts-you-need-to-know-about-traffic-generation-and-its-strategies/

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