

Special Free Report



# Traffic Generation 2018

## Made Easy

Powered By “Your Website URL here”

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



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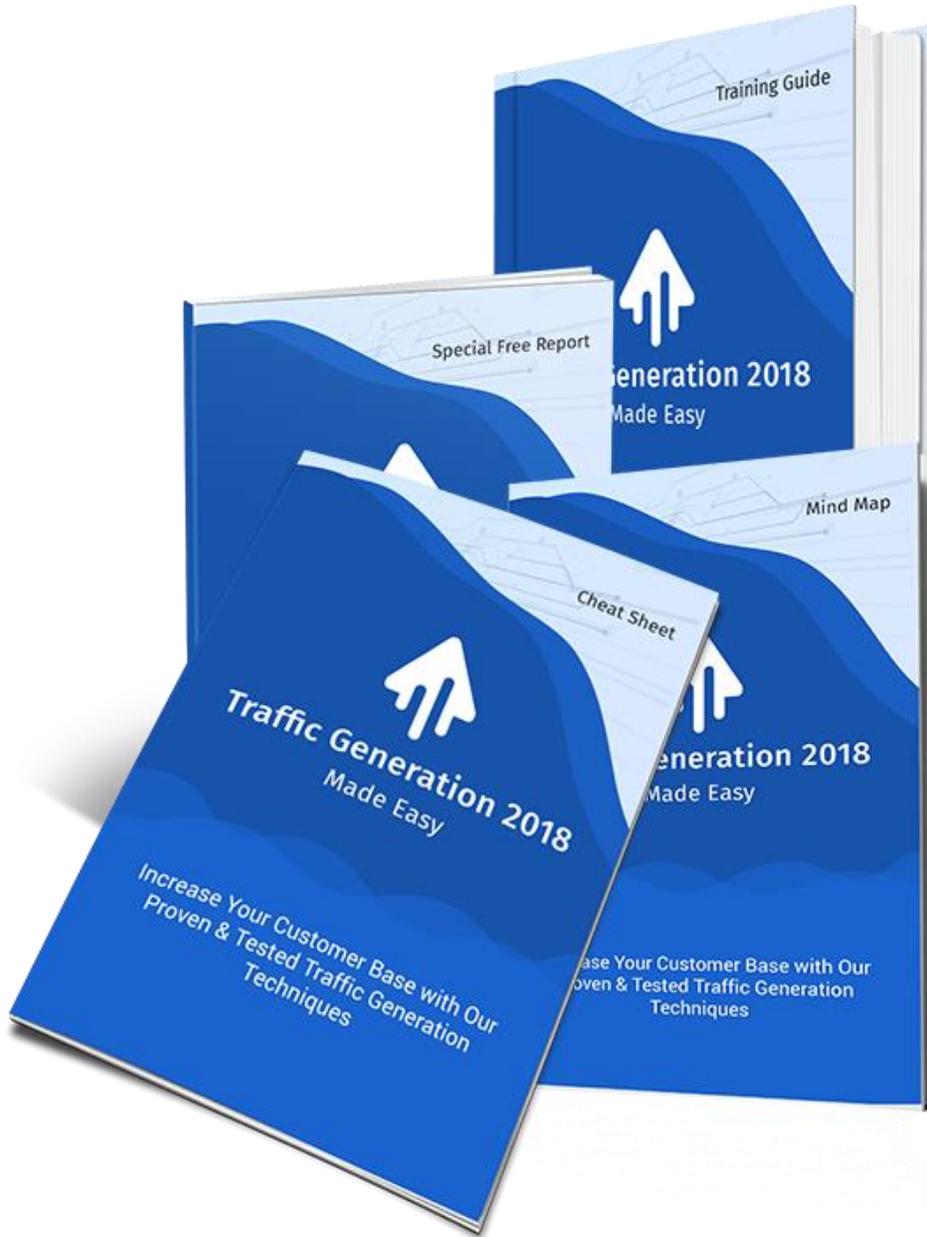
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## Introduction:



Welcome to the latest and very easy to apply “Traffic Generation for 2018” Special Free Report, 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 Special Free Report 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 Special Free Report is comprised of 7 chapters, ready to show you the latest Traffic Generation strategies for 2018.

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.

# Chapter 2: 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.



# Chapter 3: 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!



# Chapter 4: 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.

## 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.

# Chapter 5: 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!



## Chapter 6: 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 firm’s 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!



# Chapter 7: Frequently Asked Questions



W

## What'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.

## Conclusion:

We're thrilled that you have chosen to take advantage of our Special Free Report, 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 Full Training [clicking here](#) (Insert your Front End 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**



# Top Resources



## Videos

<https://www.youtube.com/watch?v=68ooVcw4OPU>

<https://www.youtube.com/watch?v=YRt22ELlynk>

## 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](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=A3Yltyl_yRk)

[https://www.youtube.com/watch?v=jHEkK\\_Atdzo](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/>

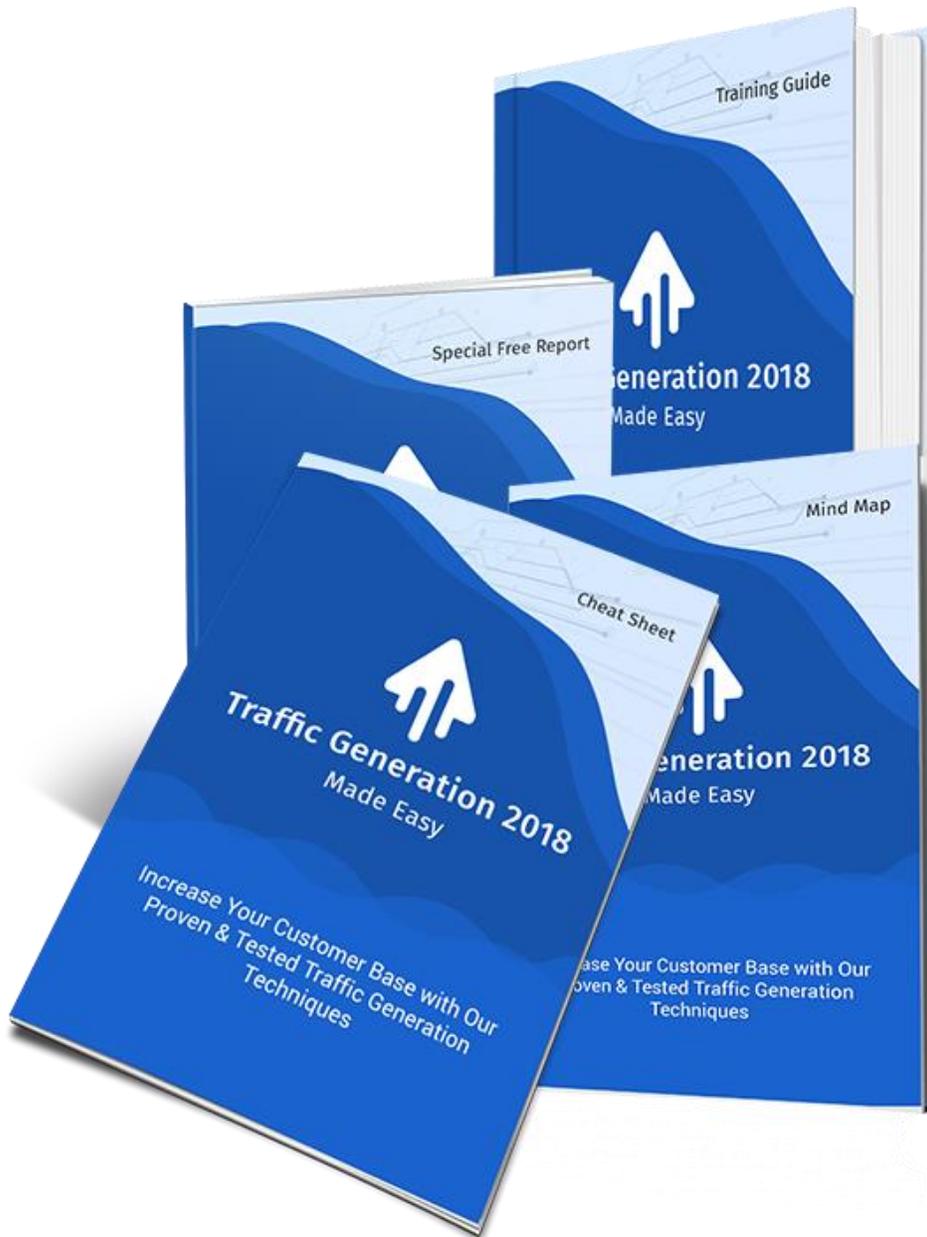
## Facts

<https://bloggingwizard.com/traffic-generation-secrets/>

<http://24tracker.com/facts-you-need-to-know-about-traffic-generation-and-its-strategies/>



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