

Traffic Generation 2018 Made Easy

Chapter 1: What Is Traffic Generation All About?

- What Is Traffic Generation and Why Is It So Important In 2018?
- That's Where Traffic Generation Comes In

Chapter 2: Creating and Optimizing A Traffic-Generating Website

- Buying Hosting And A Domain Name
- Setting Up Your Website
- Making Sure That Search Engine Visibility Is Active
- Allowing "SEO" Friendly URLs
- Installing A Search Engine Optimization Plugin
- Installing A Caching Plugin
- Installing Share Buttons On Your Site
- Adding A Meta Description For Search Results
- Optimizing Your Site For Traffic In The Customizer

Chapter 3: Creating A Traffic Generating Blog Post

- Getting Started
- Writing Your Headline
- Writing Your Content
- Optimizing Your Content With Images
- Adding Tags
- Setting A Featured Image
- Publishing Your Traffic Generating Blog Post

Chapter 4: Setting Up A Traffic Generation Campaign On Facebook

- Accessing the Facebook Ads Manager
- Setting Up Your Traffic Generation Campaign
- Setting Up your Ad Set
- Creating Your Ad

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

- Install A "Tweetable Facts" Plugin
- Adding "Tweetable Facts" To A Blog Post

Chapter 6: Generating Search Traffic The Easy Way With A YouTube Video

- Uploading And Optimizing A Video For Traffic
- Optimizing The Video Title
- Optimizing The Description
- Adding Tags
- Publishing Your Video
- Verifying Your Ranking

Chapter 7: Generating Targeted Traffic With A Retargeting Campaign

- Setting Up A Facebook Retargeting Pixel
- Setting Up A Retargeting Campaign

Chapter 8: Generating Traffic And Leads With A Giveaway

- Setting Up A Giveaway
- Sharing Your Giveaway

Chapter 9: Increasing Web Traffic With An Email Campaign

- Getting Started
- Programming Your Campaign To Promote Blog Updates

Chapter 10: Driving Web Traffic With An Affiliate Program

- Signing Up For An Affiliate Program
- Creating A Product Comparison Article

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

- Getting Started
- Creating A Traffic Generation Campaign On AdWords
- Campaign Settings
- Ad Group Settings
- Creating Your Ad Creative
- Launching Your Campaign

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

- Install Google Analytics On Your Site
- Add Your Site To The Google Search Console
- Create A Content Marketing Strategy
- Use Internal Links

Chapter 13: Crazy Traffic Generation Tricks That Work In 2018

- Generate A Sitemap File Of Your Site And Add It To The Search Console
- Include Links To Your Content As Resources In The Middle Of Guest Posts
- Leverage Blogger Outreach
- Use "Question Analyzer" Tools
- Split Test Different Titles For The Same Content
- Participate On Forums

Chapter 14: How To Get Guest Posts To Build Traffic

- Get Some Awesome Content On Your Site
- Create A List Of Prospects
- Pitch Them A Draft Of A Potential Post

Chapter 15: How To Improve Bounce Rates

- Have More Landing Pages
- Redesign Your Content Marketing Strategy
- Improve Readability Of Your Content
- Limit Pop-Ups
- Target High-Volume Keywords With Multiple Landing Pages
- Program External Links To Open In A New Tab

Chapter 16: Web Traffic Best Practices For Businesses

- Build Traffic On Business Networking Platforms
- Use Viral Marketing Tactics
- Make Use Of Traffic Generators Related To Your Industry
- Create Email Promotions

Chapter 17: Do's And Don'ts

- Do's**
  - Post Regularly
  - Write Well
  - Have A Memorable Website
  - Leverage Your Existing Network
  - Add Links To Your "RSS Feeds" On Your Sites
  - Always Use Tags
  - Curate Content
  - Track Your Performance
  - Add Relevant Links To Your Content
  - Optimize For Mobile
  - Don't Copy And Paste Large Pieces Of Content
- Don'ts**
  - Don't Overuse External Links
  - Don't Buy Backlinks
  - Don't Stuff Keywords
  - Don't Spam
  - Don't Expect Immediate Results
  - Don't Limit Your Content With Geo Keywords
  - Don't Overuse Ads
  - Don't Slow Down Your Site
  - Don't Do Guest Posts On Low-Quality Sites

Chapter 18: Premium Tools And Services To Consider

- SimilarWeb
- Majestic
- iSpionage
- Monitor Backlinks
- SEMrush
- SpyFu
- Woorank
- Link Explorer
- SocialMention
- Website Grader

Chapter 19: Shocking Case Studies

- WordStream
- Ahrefs
- Buffer
- The Renegade Pharmacist
- Snack Nation
- Slidebean
- Scoro
- Nat Eliason
- Ti Roberts
- Brian Dean

Chapter 20: Frequently Asked Questions

- What's The Easiest, Most Straightforward Way To Get Traffic To A Website?
- What Is The Difference Between Traffic Generation and Lead Generation?
- Do You Need A Sales Funnel Even If You're Getting Lots Of Visits To Your Website?
- Is Traffic Volume An Irrelevant Metric?
- What Is The Difference Between Buying Website Traffic and Getting Paid Traffic?
- How Can You Spot Fake Traffic?
- Is Social Media Traffic As Good As Search Traffic?
- Is It Possible To Limit Traffic From Certain Locations?
- Is It True That Your Site Can Get Penalized By Search Engines Because Of Traffic?
- Are Search Engine Rankings Permanent?