

# TRAFFIC GENERATION CHEAT SHEET

## 73. Four Types of Videos to Create

TALKING HEAD VIDEO - DEMO VIDEO  
DOODLE VIDEO - SLIDE VIDEO

### 74. HOW TO OPTIMIZE VIDEOS FOR SEARCH ENGINES

KEYWORDS FROM KEYWORD TOOL  
USE SIMILAR VIDEO KEYWORDS  
DO NOT STUFF OR SPAM  
VIDEO TITLE  
VIDEO DESCRIPTION

### 75. KNOW BUYER JOURNEY STAGES

AWARENESS, CONSIDERATION,  
DECISION -

WRITE CONTENT TO FIT

### 76. CONTENT FOR THE CONSIDERATION STAGE

BUYERS SEARCHING FOR  
PROBLEM SOLUTION -  
CREATE SHAREWORTHY  
CONTENT -  
CREATE INFOGRAPHICS

### 77. CONTENT FOR THE DECISION STAGE

PROSPECTS DECIDE SOLUTIONS  
THEY'LL USE -  
CONTENT PROVIDES TIPS  
& STEPS -  
CONTENT PROVIDES PROOF

### 78. CREATE ENGAGING CONTENT

USE RELEVANT STORIES  
WRITE FOR NINTH GRADE LEVEL

### 79. GENERATE A POSITIVE RESPONSE

HAPPINESS - JOY  
LOVE - ADORATION.  
SURPRISE - DELIGHT  
CURIOSITY

### 80. CREATE SOMETHING UNIQUE

UNIQUE TIP - UNIQUE FRESH APPROACH  
UNIQUE ANGLE  
UNIQUE STORIES  
UNIQUE EXAMPLES