

TRAFFIC GENERATION CHEAT SHEET

57. Avoid These Paid Ad Mistakes

Do not Choose Broad Keywords

Do use highly targeted longtail keywords

Always Monitor Campaigns

58. THE PAID AD BEST PRACTICES

SELECT A HIGHLY TARGETED AUDIENCE
MAKE AD "SPEAK" AUDIENCE LANGUAGE
INCLUDE AN ATTENTION-GETTING HEADLINE

59. CONSIDER LOCAL ADS

EXPLORE LOCAL OFFLINE AD OPPORTUNITIES -
FLYERS
NEWSPAPERS
MAGAZINES

60. SAVE MONEY WITH THESE TIPS

USE LONGTAIL KEYWORDS FOR BETTER RESULTS -
ASK FOR REMNANT ADVERTISING -
ALWAYS TEST RESULTS

61. KNOW YOUR CONTENT'S GOAL

KNOW EXACTLY WHAT YOU WANT YOUR READER TO DO -
LIKE GO TO YOUR LEAD PAGE AND SIGN UP FOR YOUR MAILING LIST.

62. CREATE CONTENT FOR READERS FIRST

WRITE FOR HUMAN READERS
NOT SEO

63. CRAFT ATTENTION-GETTING COMPONENTS

HEADLINES, TITLES AND SUBJECT LINES -
PUT YOUR BIGGEST BENEFITS IN THE HEADLINE OR TITLE -
AROUSE CURIOSITY, IF POSSIBLE

64. SAMPLE HEADLINE TEMPLATES

HOW TO (GET A BENEFIT) IN JUST (SHORT TIME FRAME)
THE SURPRISINGLY SIMPLE WAY TO (GET A DESIRED
OUTCOME)
(NUMBER) SUREFIRE TIPS FOR (GETTING A BENEFIT)