

TRAFFIC GENERATION CHEAT SHEET

41. Ways to Use "Talks" to Drive Traffic

Host webinars - Give interviews
Do offline talks

42. TWO FREE TRAFFIC MISTAKES TO AVOID

KEYWORD STUFFING
DEPENDING ON ONE METHOD

43. TWO TIPS FOR GETTING MORE FREE TRAFFIC

OUTSOURCE TASKS YOU DON'T DO
TRACK EVERYTHING

44. WAYS TO GENERATE PAID TRAFFIC

GOOGLE ADS
NEWSLETTER ADS
SPONSERED CONTENT
SPONSERED ONLINE EVENTS
SPONSERED LOCAL EVENTS

45. 7 PLACES TO ADVERTISE

FACEBOOK. GOOGLE. BING.
REDDIT. YOUTUBE. TWITTER.
NICHE WEBSITES.

46. THREE TIPS FOR PLACING PAID ADS

RESEARCH VENUE REPUTATION -
MONITOR FOR HIGHLY
TARGETED TRAFFIC -
START SMALL AND SCALE

47. HOW TO RESEARCH A PAID AD OPPORTUNITY

ASK WHAT TRAFFIC SOURCE IS
ASK TRAFFIC DEMOGRAPHICS
ASK PERCENTAGE REPEAT TRAFFIC
ASK HOW LONG VISITORS STAY ON SITE
GOOGLE FOR COMPLAINTS

48. GO TO THE SOURCE

AVOID BROKERS IF POSSIBLE