

## 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