

## TRAFFIC GENERATION CHEAT SHEET

### 17. Test & Track

different content - different ads  
all aspects of your traffic method

### 18. CONSIDER FACTORS THAT INFLUENCE TRAFFIC

ESTABLISH YOUR EXPERTISE  
BUILD BRAND RECOGNITION

### 19. ANALYZE YOUR TRAFFIC

IS IT CONVERTING

IF NOT REVIEW THE OFFER  
ON THE LANDING PAGE

### 20. CHECK OUT THE COMPETITION

WHAT KEYWORDS ARE THEY  
USING

WHERE DO THEY PLACE ADS

### 21. GENERATE FREE TRAFFIC

IS FREE REALLY FREE  
KNOW WHAT YOUR TIME IS  
WORTH  
IF TOO TIME INTENSIVE  
OUTSOURCE

### 22. FOUR WAYS TO GENERATE FREE TRAFFIC

BLOGGING  
EMAIL MARKETING  
SEARCH ENGINE OPTIMIZATION  
VIDEO MARKETING

### 23. FOUR TYPES OF TOOLS TO HELP YOU

KEYWORD TOOLS  
AUTORESPONDER  
TESTING TOOLS  
GRAPHIC DESIGN TOOLS

### 24. FOUR TYPES OF PLATFORMS AND RESOURCES TO CONSIDER

YOUR OWN BLOG - OTHER PEOPLE'S BLOGS -  
VIDEO-SHARING SITES - YOUTUBE.COM AND VIMEO.COM.  
SOCIAL MEDIA SITES - FACEBOOK, TWITTER AND LINKEDIN.