

TRAFFIC GENERATION CHEAT SHEET

89. Places to Find Inspirational Content

COMPETITOR EMAILS - GOOGLE ADS
SOCIAL MEDIA ADS - ADS IN PUBLICATIONS

90. DO 2 THINGS IN ONE

DO GUEST BLOGGING AND
OPTIMIZE FOR SEO

91. INVITE GUEST AUTHORS TO YOUR SITE

ASK AUTHORS TO PROMOTE
THEIR POST

92. USE THE 80-20 RULE

20% OF YOUR EFFORTS PRODUCE
80% OF YOUR RESULTS
FOCUS ON THAT EFFECTIVE 20%.

93. GATHER LINKS NATURALLY

USE HIGH-QUALITY CONTENT
AVOID LINK FARMS
AVOID LINKS ON POOR-QUALITY
SITES

94. LEVERAGE EXISTING CUSTOMERS

USE REFERRAL PROGRAMS
START AFFILIATE PROGRAM

95. BE SURE YOUR WEBSITE IS READY

IS YOUR WEBSITE DESIGN
SIMPLE AND PROFESSIONAL -
DOES YOUR SITE LOAD QUICKLY
IS YOUR SITE MOBILE FRIENDLY
IS YOUR SITE USER FRIENDLY

96. DO INTERVIEWS

SEEK INTERVIEWS
INVITE OTHERS TO INTERVIEW