

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.