

TRAFFIC GENERATION CHEAT SHEET

73. Four Types of Videos to Create

**TALKING HEAD VIDEO - DEMO VIDEO
DOODLE VIDEO - SLIDE VIDEO**

74. HOW TO OPTIMIZE VIDEOS FOR SEARCH ENGINES

**KEYWORDS FROM KEYWORD TOOL
USE SIMILAR VIDEO KEYWORDS
DO NOT STUFF OR SPAM
VIDEO TITLE
VIDEO DESCRIPTION**

75. KNOW BUYER JOURNEY STAGES

**AWARENESS, CONSIDERATION,
DECISION -**

WRITE CONTENT TO FIT

76. CONTENT FOR THE CONSIDERATION STAGE

**BUYERS SEARCHING FOR
PROBLEM SOLUTION -
CREATE SHAREWORTHY
CONTENT -
CREATE INFOGRAPHICS**

77. CONTENT FOR THE DECISION STAGE

**PROSPECTS DECIDE SOLUTIONS
THEY'LL USE -
CONTENT PROVIDES TIPS
& STEPS -
CONTENT PROVIDES PROOF**

78. CREATE ENGAGING CONTENT

**USE RELEVANT STORIES
WRITE FOR NINTH GRADE LEVEL**

79. GENERATE A POSITIVE RESPONSE

**HAPPINESS - JOY
LOVE - ADORATION.
SURPRISE - DELIGHT
CURIOSITY**

80. CREATE SOMETHING UNIQUE

**UNIQUE TIP - UNIQUE FRESH APPROACH
UNIQUE ANGLE
UNIQUE STORIES
UNIQUE EXAMPLES**