

The Traffic Handbook



RESOURCE CHEAT SHEET

Below you'll find a selection of the very best websites and tools to help you take your marketing further. Use the websites and blogs to learn the best strategies, and implement them with the help of some of these powerful tools.

Tools

Below are tools that can enhance your efforts with SEO, social media marketing, and more.

Page Speed Insights

<https://developers.google.com/speed/pagespeed/insights/>

This tool will help you quickly rate the speed of your page when loading. It also provides useful, actionable tips that you can employ to speed things back up again!

Mobile-Friendly Test

<https://search.google.com/test/mobile-friendly>

Another test. This one can tell you whether your site is mobile friendly. If it is not, then you will likely limit the potential of your site to climb the ranks of Google.

SpyFu

<https://www.spyfu.com/>

This tool will let you see what backlinks a site has. This is extremely useful, as it means you can get ideas for where to build links to your *own* site. This also shows you the keywords that are popular and where the site ranks for each of them (which can be useful as your own tracking tool too). You can even see PPC! The full version is only \$33 per month but you get a lot of features for free.

Keywordtool.io

<https://keywordtool.io/>

This is a paid keyword research tool. While it's quite expensive, it is also very effective at what it does. In particular, it benefits from including tools for YouTube and even Amazon!

Hootsuite

www.hootsuite.com

Hootsuite allows you to schedule posts on social media. What makes Hootsuite even more useful is that it provides you with a whole control panel of useful data and analytics and it also gives you the ability to post to multiple accounts.

This is actually a very useful platform for outsourcing your social media too. That's because it will give someone all the tools they need to run your social campaigns but without giving them unrestricted access to your entire accounts.

Shareaholic

www.shareaholic.com

This is a tool that allows you to add social sharing buttons to your site. In short, users on your WordPress page will be able to click to share your content directly to Facebook or Twitter. This greatly increases their chances of doing so and thereby helps your content to spread even more quickly.

Grammarly

www.grammarly.com

Up your content marketing game but improving your grammar! If you are someone who struggles with their grammar, then you may be a little concerned about posting your tweets and other posts. Grammarly can help by polishing up your grammar while also fixing spelling errors and more.

Yoast SEO Plugin

<https://yoast.com/wordpress/plugins/seo/>

Install Yoast SEO to your WordPress site so you can optimize your blog posts and pages for search engines.

TubeBuddy

<https://www.tubebuddy.com/>

A top keyword research tool specifically made for finding keywords for your next YouTube video. Just like you would with optimizing blog articles, you also want to be optimizing your YouTube videos to attract organic search traffic.

Websites

Below are some of the very best websites and blogs for gaining a better understanding of traffic generation. Follow the advice on these sites, and you'll be able to generate more traffic from across the web:

Backlinko

<https://backlinko.com/blog>

The Backlinko blog run by Brian Dean is a fantastic resource for SEO related knowledge.

MOZ Blog

www.moz.com/blog

Moz Blog is another fantastic resource for anyone who is learning internet marketing and getting involved for the first time. This has a strong emphasis on SEO, social media marketing and the like and provides some highly in-depth content and comprehensive guides to that end.

If you want to learn about the latest algorithm updates, or get a comprehensive overview of affiliate marketing... then this would be the best place to start.

Search Engine Land

www.searchengineland.com

This site even more than the others is focussed purely on search engine optimization and is often the first to cover important news, announcements, changes to the algorithm etc. In other words, if something has happened in the world of SEO that is likely to affect you as a marketer – then this will be one of the first and best places to find out about it.

HubSpot Content Marketing Guide

<https://blog.hubspot.com/marketing/content-marketing>

For a comprehensive guide on content marketing, be sure to read HubSpot's Content Marketing Guide.