

The Website Traffic PLAYBOOK



Everything You Need
To Know To Get
Website Traffic To
Anything You Want!

Welcome!

Hi there and welcome to **The Website Traffic Playbook**. In this guide I have compiled some of the best tips and strategies for getting all the website traffic you could ever want along with educating you about everything else related to website traffic. I encourage you to print this guide out, sit down with a notebook, and take notes on anything that sticks out to you. Then take your notes and decide what you want to implement.

Traffic and having the RIGHT things to send traffic to are the lifeblood of an online business, so take your time with what I'm about to share with you and go use it!

Let's get started...

Note: If you would like to learn tons of traffic and online marketing strategies in a hands on way, I highly recommend that you get all the workshops from LearningIM.com at <https://learningim.com/current-workshops>

The Truth You Need To Know About Website Traffic

Today I want to take you back to the beginning of learning about website traffic. You've probably been told so much garbage information and so many different things that I'd like to just wipe your brain and unteach you all the wrong stuff. So, take a deep breath and dive in with me here as I take you through the truth about website traffic through a few lessons.

Lesson 1: Be Ready

The first lesson I want to give you about website traffic is that you need to be ready for it. Yes! Before you even begin to decide what traffic tactics to use you need to make sure you're ready for it.

Is the page your sending traffic to ready for traffic? Does it look professional? Is it easy to navigate? Does it have a strong call to action? Etc. Whatever it is that you're sending traffic to (*be it a lead capture page, a sales page, a blog post, etc.*) needs to have one job and that job needs to be crystal clear to the visitor.

For example, if you're sending traffic to a lead capture page. You need to make sure you've got a good offer there that people will want and copy that

makes them want to get it right now along with an easy way for them to get it. No other distractions or links. Nothing!

So, the first step in getting traffic is making sure whatever you're driving traffic to is ready and will actually work to do what you need it to do. That could be to get someone to join your list, buy something, click a link, etc.

Why would you want to go through the effort of driving a bunch of traffic if what you have isn't going to get you the results you need?

Side Note: 99% of the time you need to be driving traffic to a lead capture page or something that builds your list. Once you have people on your list you can email them and drive them wherever you want. Stop wasting time and money on one off traffic that you can't reuse. Build an email list so you can send traffic to anything you want, anytime you want!

Lesson 2: Decide How You'll Get Website Traffic

The next step is deciding what route you want to go with getting website traffic. *Meaning, what traffic tactics are you going to use?* This is where most people melt down and try to learn how to do everything and never do enough of any one thing to get any amount of traffic. You do not want to do that because you'll never see any real results without being focused on just a few website traffic strategies.

There are basically three ways to get traffic and they are:

1. You can buy it.

You can pay for ads on social networks, you can buy advertising space on sites that offer it in your niche, solo ads, and the list goes on and on. If you know that what you have gets results (*meaning people buy from you, or opt-in to your list, or whatever result you want*) then this is a great option because you will be able to recoup your investment and then some. However, if you don't know that what you have gets results then you're going to spend a lot of money getting it all figured out.

My rule of thumb with paid advertising is that I won't use it unless I know I have something that will get results. Pulling in an expert to help you with website copy and everything else would be your best bet here. If not, you could waste a lot of money.

2. You can borrow it.

When I say borrow, I mean use the traffic that others can send you. This is where you'll setup an affiliate program and get affiliates to send you traffic. You pay them a percentage of your profits (a commission) or pay them for actions their people take. There's a lot of ways to do this, but you need a product and an affiliate program. This is a great option if you have your own products and services.

3. You can mine it.

This is where most other traffic tactics live. This is where you are doing things to get the traffic. You're "*mining*" it. You're digging for it. Tactics like blogging, social marketing, guest blogging, SEO, YouTube marketing, and the list goes on and on and on and on are all examples of mining traffic.

Take what I've taught you here and figure out what traffic strategies you're going to use. Educate yourself and learn how to effectively use what you choose to use, but don't try to do them all at one time.

Now the last thing when it comes to driving traffic...

Lesson 3: Be Consistent

Look, no matter how you decide you're going to get website traffic you need to make sure that you're doing something to get traffic every single day.

If you're using paid advertising you need to make sure that your ads are working (*stat checking*), you need to be testing other ads against your ads to get them working better, you need to be looking for more places to advertise, etc.

If you're running an affiliate program you want to be working on reaching out to affiliates, creating new promotional tools, etc.

If you're mining it well that's hard to say because there's about a million different ways to mine it, but however you decide to mine it you have to work on that each and every day.

You get the idea here. You need to be doing something each and every day no matter how you're driving traffic. The minute you stop doing what it takes to get traffic is the moment your traffic stops. When you have a day where you don't feel like doing the work or you find yourself getting distracted with other things then you need to keep in mind that your traffic is stopped and so are your profits.

Go Get Started

Now that I've taken you back a little bit and reset your brain, I recommend that you check to make sure whatever you're driving traffic to is actually ready for that traffic, that you create a traffic plan to follow, and that you be consistent each and every day with driving traffic. This is the bottom line and the real truth to getting website traffic!

Do You Have A Business Foundation For All That Website Traffic?

When you're getting started with website traffic the first thing you need to make sure of is that you have setup a good business foundation and ensure that business foundation works to do what you want it to do. Now right about now you might be asking yourself what a business foundation is, so let me explain that to you first.

A business foundation is exactly that. It's the foundation of your entire business, and for most online businesses, it will consist of three things:

- 1.** A page to build your list - There are a lot of things you can offer to get people on your email list, but it's absolutely vital that you start building a list. Once you have an email list you can then direct that traffic anywhere you want. To your products, services, affiliate links, or anything else you have that makes you money in your business. The page or pages where you are doing your list building is where 99% of your website traffic generation efforts should go towards.
- 2.** A follow up email sequence – Once people get on your list you need to have a series of emails that have a goal that you define. Maybe it's to welcome them and get them to know, like, and trust you so they will buy from you. There are all kinds of different goals you could have, but you need to have a goal for your email sequence and develop it so that everyone who subscribes is taken through that email sequence in the hopes of meeting your goal.
- 3.** A content hub – YES! You need content, but quality wins over quantity. A simple blog will allow you to house your content, and that content can be used in a multitude of ways. List building, selling your products, and services, etc.

Of course, depending on your business model will depend on the other parts of your business. Some of you will have physical products and/or stores.

Some of you will have sales pages and other marketing pages that sell your digital products. All of those are things outside of your business foundation, but the three things I mentioned above are vital to almost every single type of online business.

If you don't currently have a business foundation for your online business now is the time to build it. Before you drive any more traffic, get a business foundation setup, and drive all your traffic into the first part of your business foundation which is your lead capture page(s).

Note: I say pages because most people have multiple lead capture pages. I look at lead capture pages like they're fishing lures. You can use different fishing lures to catch different fish. Just like you can use multiple lead capture pages with different offers to get different people into your business.

For example, if you offer a checklist for beginners to learn SEO from a lead capture page for your SEO business you could also offer a checklist for advanced SEO tactics. You'd still be building a targeted list of people interested in SEO.

Now let's switch gears and talk about making sure that your business foundation is ready for website traffic.

The first step here is making sure that your lead capture page(s) work to convert visitors into subscribers. If people are coming to your lead capture page and not getting on your list, then your lead capture page doesn't work and there is no sense in driving traffic to it. You need to make it better and/or hire a professional to help you.

The second step is to make sure that you have a goal for your email sequence and that the emails are meeting your goals. Are people opening your emails? If not, then you have a problem with your subject lines. Are people reading your emails and clicking on the call to actions in your emails? If not, then you have a problem with your emails. You need to study email marketing and tweak your emails until they are working. Again, you can also hire a professional to help you with this too.

The last step here is of course your content hub. More often than not this will be a blog. Each piece of content on your blog should have a goal, and there are many goals that you can have. Content can be used to bond with your audience, establish yourself as an authority, sell your products and services, etc. If your content isn't meeting your goals, then you need to evaluate each piece and its goal and see how you can make it better. I'm going to say this again. You can hire a professional to help you with this too.

You can find people who you can convey your goals to and have them create content that will meet those goals.

As you can see your business foundation has many jobs, and you must ensure that each of the jobs are being done well. If parts of it aren't working for you then no matter how much traffic you drive wont matter. All the traffic in the world wont work if all the parts of your business foundation aren't working properly.

My advice for those who don't have a business foundation right now is to site down and map one out. What will you use to build your list? What will you do to create an email sequence and what goal will it have? What content can you create to meet the goals you have for your business. There are many resources online that you can use to learn each part of this, but it all starts with a plan. Once you have a business foundation setup, start sending traffic, and that will show you were you have any weaknesses in your foundation, and you can either work to fix them yourself or bring in a professional to help you fix those problem.

For those of you who do have a business foundation I encourage you to take a look at all the parts of it and see how it's working for you. See what's broke and fix it and/or see what you can make better.

Once you have a business foundation that works, you can drive all the traffic you want to it, scale your traffic, and meet all of your income goals, but it all starts with developing a good business foundation, and you now know everything you need to do to put that in place, so go get started!

Helpful Resource: If you don't currently have a business foundation and would like to create one for your business (*how can you not want to*) then I highly recommend the **Get An Online Business Workshop** where you'll be shown step-by-step how to create a business foundation for your online business. This is also great for those who don't yet have an online business. You can check it out at <https://learningim.com/get-an-online-business-workshop-wp>

How To Create A Website Traffic Plan For Your Business

Your business is all setup and ready for traffic. You're ready to get to the part where you start getting website traffic and start making sales (*or getting subscribers, downloads, etc.*). But now you're suffering from paralysis by analysis, and you don't know where to even begin. Does this sound familiar? If so, then is what you need is a website traffic plan that you

can follow so you know exactly what to do to drive traffic to your website. In this little tutorial I'm going to show you how to create a website traffic plan for your business, so you can start on driving traffic today!

Step 1: Establish Your Thing

The first step in creating a website traffic plan is to decide what one thing you will be driving traffic to. Depending on your business you will probably have many *"things"* you want to get traffic to. Lead capture pages, product pages, content, etc. but you will make yourself crazy trying to drive traffic to everything. So, it's important you create a page that you will drive all your traffic to. Generally, this will be a lead capture page because once you get someone on your email list you can then drive them to any thing else that you want, and you can reach out to them repeatedly.

Step 2: Decide What Traffic Strategy You Will Try First

Here's a truth that most people won't tell you. Not all traffic is created equally and not every traffic strategy will get you results. It all comes down to testing and tracking. You need to pick one traffic strategy to start with, use it, and track to see if it's working.

Now a few things on that note... All traffic must be targeted traffic. You need to be driving people who are actually interested in your niche at the very least. Second, to get accurate numbers I recommend at least getting 1000 people in front of your website before deciding to make changes or try a different marketing tactic. You can only get good data when you have good numbers.

If you aren't seeing results from your traffic driving efforts, then *"tweak"* the page where you're driving traffic to and see if the problem is in what you're putting in front of people. It might be a good idea to pull in a professional at this point so you can get help from someone who know what they are doing. If you still don't get results from that traffic tactic, then it might be time to try a different traffic tactic.

But how do you even decide what traffic strategy to start with? Think of your ideal customer. *Do they read blogs? Are they on social media? Do they use search engines to find you?* The answers to those questions will help you decide what traffic strategy to start with.

For example, if your ideal customer is on social media then you could either use paid social media ads on the social media networks they use or use organic content marketing and social media marketing together to try to get

in front of them. If they are using search engines to find you then using SEO or PPC advertising on the search engines would be good traffic tactics to start with.

You've got to figure out where your potential customers are and use the website traffic strategies associated with those places to get in front of them.

Step 3: Use What Works

If the first traffic strategy you use works, then congratulations! Now you can take that tactic and scale it to get more traffic. If you cannot scale that traffic tactic to get more traffic, then it's time to do some "*traffic stacking*" and add another traffic tactic to your marketing.

The best thing to do is find 2-3 traffic tactics that work and use them each and every day. Which leads us to...

Step 4: Every Day Is A Good Day To Drive Traffic

Now everything I've told you so far will take time and effort. You've got to figure out what traffic tactics will work to get you the results that you need. Once you figure out those traffic tactics you've got to use them each and every day.

For example, if you're going to be using content marketing with social media marketing. You need to be creating content, getting it posted with creatives on social media, working on growing your following so more people see your posts, etc.

I highly recommend that once you have your 2-3 traffic strategies that you know work for you that you then sit down and list out everything you need to do to keep those strategies bringing in the traffic. After you've listed everything pull up Google calendar and start scheduling everything you need to do each day. When you schedule the things you need to do each day of the week you can take a look at your calendar each day and know exactly what you need to accomplish. This is how your traffic plan comes to fruition. And the great thing about doing this with Google calendar is you can slide things around to different days, add things in, take things away and even start hiring people to do certain things for you. This will give you more time to work on other parts of your business or even more time just to enjoy life.

The thing I want to drill into here though is that if there is ever a day that you're not working on getting traffic to your website then that's a day you

won't get traffic to your website, and we don't want that, right? So, make sure each and every day you are working on whatever you need to be working on to bring that traffic into your business!

Now that you're armed with this information it's time for you to go and get started. First figure out where your potential audience is, figure out what traffic tactics to use to get in front of them, and then use those tactics each day. Use Google calendar or any other tool you want to use to create a plan and work that plan each and every day. And that's how you create a bullet proof website traffic plan!

6 Big Website Traffic Tactics Explained

When it comes to getting website traffic you've got to figure out where your potential audience is and use the right traffic tactics to get in front of them in those places. In this short tutorial I'm going to give you 6 different big traffic strategies that you can try out to see if your potential audience is there for you to get in front of them. I'm going to give you a summary of each of them because these are big traffic strategies. I encourage you to do some research to see exactly what it takes to implement each and decide if they're for your business or not.

Website Traffic Strategy #1: Paid Social Media Ads

Social media advertising has become a staple in the website traffic tactics world. Almost everybody is on at least one social media site so the chances of you being able to reach your audience there are high.

Figure out the best social media sites for your business to advertise on, start with the first one, and see what results you get. I recommend that you thoroughly research the process of advertising on the social media site you want to go with, and then take what you learn, implement it, and see what results that you get.

Once you get one social media site working for you, then you can add more, but make sure you start small and start with only one at a time. You will need an advertising budget to use this tactic, but once you get a good advertising campaign to work for you it can pay you back very well.

Website Traffic Strategy #2: Organic Content Marketing With Social Media

Content marketing is where you create content that brings your target audience into your business. You create killer content that they want to consume and then post that content to your social media channels to get them from social media into your business.

There's quite a few *"moving parts"* to this, but it's a great strategy that works for most online businesses. Do some research to see what your competition is doing and the results they're getting to gauge if this would be a good tactic for you to implement for your business. If you do all the work yourself, you don't need much of an advertising budget, but there will be a few tools that you'll want to invest in to help you implement this tactic.

This is a great strategy to start with if you have little to no budget and you're new to getting website traffic.

Website Traffic Strategy #3: Search Engine Optimization (SEO)

SEO is a tactic that has been around almost as long as the Internet has been around. It's changed so much over the last few decades and it's something that will forever be changing because the search engines are always changing. I also consider this another form of content marketing because it's done with content.

With SEO you do keyword research to find out what your potential audience is searching for and then try to get your website ranked in the search results of the big search engines for those keywords. Now there's a lot more that goes into it, but that's the shortest explanation I can give you.

While you can do all of your own SEO without an advertising budget, it comes with a sharp learning curve and as I said it's constantly changing. My advice is to search Google for free SEO courses, get a good grasp of how it works, and decide if it's something you want to use. If so you can move forward on your own or hire a professional to help you or even do all of your SEO work for you.

Website Traffic Strategy #4: Influencer Marketing

In the last several years we've seen influencers pop up in just about every niche you can think of on just about every topic you can think of. These are generally people on social media who have a big following in a certain niche. You can use these people to advertise your website/product/service or to meet any other goals that have like brand awareness and lead generation.

This tactic is for those who have the money for it and generally for those who have a product or service the influencer can create content for or do a straight endorsement for to their followers. Search out influencer marketplaces to see if there are influencers you can work with and what it will cost you.

Website Traffic Strategy #5: Affiliate Program Marketing

If you have a product or a service that you're trying to sell having an affiliate program can be a great option. With an affiliate program you get affiliate marketers to promote your product/service to their audience in exchange for a commission. Depending on your product type will depend on the commission you set. With digital products commissions can be anywhere from 20% all the way to 100% commissions but are generally much less for physical products because of hard costs involved.

This is another strategy with a lot of *"moving parts"* and options but can be a great source of traffic because you're dealing with people who have the exact audiences you need to be in front of. I highly recommend you spend some time researching this tactic to get a good idea of how it works and how you can implement it, but in my experience it's one of the best traffic strategies and most profitable that I've ever used.

Website Traffic Strategy #6: Media Buying

Media buying is the purchase of advertising from a media company such as a TV station, newspaper, magazine, blog, apps, or website. These are companies that have a lot of traffic to send, and while it's not the easiest traffic tactic out there it can provide you with all the traffic you will ever need.

There is a lot of preparation and research that goes into this tactic along with the need for a pretty big budget. This should only be used by advanced marketers who know all of their metrics, target audience, and thoroughly understand advertising campaigns. Spend some serious time researching this one before jumping in, but also don't be afraid to try it!

Now as I've said, I've given you a summary of each of these 6 big website traffic tactics. It would take an entire course to fully explain each one, but I encourage you to research each one thoroughly. Take notes as you research and once you're done take a look at your notes and decide what is and isn't for you. Pick the one you want to try first and go start using it.

How To Create A Content Marketing Strategy To Get Website Traffic

Content marketing is quite the buzz word, but it's one of the best marketing strategies out there and there are many ways to do it. You can do organic content marketing, search engine optimization (*SEO*), and even paid advertising with your content marketing efforts. In this tutorial I want to teach you how to put together your very own content marketing strategy, so you get the most website traffic for your efforts!

Before we get started let's talk about what content marketing is. Content marketing is where you create content (*it can be text, infographics, audio, video, or a mixture of all*) with the goal of attracting your target audience into your business. You can use content marketing to build your email list, establish authority, brand awareness, and even make direct sales.

Step 1: Who Do You Want To Attract?

The first step in creating your content marketing strategy is to know exactly who you want to attract. You've probably heard the term "customer avatar", and you absolutely need one to do content marketing effectively. You need to define your customer avatar by age, gender, location, if they have money to spend, finding out what kind of content they want, their likes and dislikes, interests, what motivates them, etc. Depending on your business and goals will depend on what else you need to know to define your customer avatar, but this is a good start.

Step 2: Have A Goal For Each Piece Of Content

Once you know who you want to attract you need to define your goals. Every piece of content you create needs to have a goal. As I just said, you can use content marketing to build your email list, establish authority, brand awareness, and even make direct sales. But you must define one goal for each piece of content you create. For the remainder of this tutorial, we're going to be using list building as an example goal.

Step 3: Become A Spy

Now at this point you need to become a spy and go see what others in your niche are doing with their content marketing. Search Google and social media sites for others in your niche and note down anything you see them doing successfully that you could do in your content marketing. This does not mean to copy them. This is just for you to generate ideas. By doing this

you can see what's actually working and get closer to creating content that works in your content marketing.

You can also do keyword research and find out what people are searching for so you can get more ideas for topics to create your content around.

Once you have put this work in, pick one idea that you will be using for your first piece of content you want to create for your content marketing.

Step 4: Plan Your Publishing And Marketing

In this step you will start planning out where you're going to post your content and how you will get traffic to it. Ideally you will want to publish your content to an optimized blog, but then you need to decide if you're going to use SEO for your content to get traffic, if you're going to post it to social media so your following sees it and comes to consume it, and/or if you're going to be using paid advertising.

What you need to understand is your content has a job (*build your list, create brand awareness, makes sales, etc.*) but you still need to get traffic to that content. So, in this step you need to define the marketing of your content so people actually see it. If no one sees it, none of your goals will be met.

Step 5: Who Is Creating The Content

Now it's time to get to work and create that content. You need to decide if you have the skills to create the content for the idea you picked in Step 3 or if you need to hire someone to do it for you. While there are costs involved in having someone else create the content for you, you need to look at it as an investment because a professional content creator could get you better results than you could yourself and in turn, you'll get more results from your content marketing efforts.

Step 6: Publish And Manage

Now once you have your first content idea created and you have your content then you need to publish it. As I said that's typically going to be posted on your blog, but it's up to you to decide on that. Once it's published then you need to do the work to get it in front of people. That could be your SEO activities, social media posting activities, or setting up and publishing the ads. Whatever decide you've got to manage it. Reply to comments, answer questions, etc. If you're using social media you'll need to manage all of that too.

Step 7: Analyze Your Results

A few days after your content has gotten people in front of it, see how well it did for you. Is it working to meet your goal? If so, how well is it working? What can you do to make it work better? If it's not working, then analyze it to find out why. You might need to bring in a content marketing professional to help you figure this out.

Step 8: Keep Going

At this point you will have taken your first step into content marketing. Now the real work comes in. You need to rinse and repeat this whole process over and over again. I highly recommend creating a content publishing schedule. *How often will you publish content to use in your content marketing strategy? Once a week? Twice a month? Monthly?* Whatever you decide to go with, stick to it, focus on creating super high quality content with a goal, and keep analyzing your results.

If you take what you've learned here and develop your own content marketing strategy with it, you could get all the hot targeted traffic you want, but it will take work and commitment from you!

Helpful Resource: Content marketing is a "super strategy" but knowing how to do it correctly is what makes it "super". If you'd like to learn how to do content marketing correctly and for the most amount of traffic, I highly recommend The Content Marketing Kickstart Workshop! You can check it out at <https://learningim.com/content-marketing-kickstart-workshop-2>

The Top Social Media Sites That Are Best For Getting Website Traffic

Social media is something that almost all of us use now days on a daily basis. I was looking at some statistics today about the use of social media and I was blown away with what I found. Here are just a few of my findings:

Note: All statistics and information throughout this tutorial are current as of 2022.

1. Over 50% of the world's population use social media sites.
2. 4.55 billion people currently use social media worldwide.

3. The average user uses about 7 different social media sites.
4. The global average for the amount of time each person spends on social media is 2 hours and 24 minutes.
5. Over \$40 billion dollars was spent on social media advertising last year.

Just those few statistics there tell us that as online business owners we need to be marketing on social media, and we need to be finding our target audience there. With 4.55 billion people using social media you can safely bet that your target audience is on at the very least one of them.

First let's talk about the most used social media networks. These are listed in order from the most popular and the research is based on US users. They are:

YouTube
Facebook
Instagram
Pinterest
LinkedIn
Snapchat
Twitter
TikTok

Now according to my research based on the best social media platforms for marketing the list (*the best at the top*) looks like this:

Facebook
Instagram
LinkedIn
YouTube
Twitter
TikTok
Pinterest
Snapchat

Now of course each of these social media networks has a different demographic so depending on what your business offers will depend on which one of these you will use. And you also need to factor in that each one gives different results for organic marketing and paid advertising.

Something else to consider is that users of each social media site also prefer and respond to different content types. For example, Facebook has become

the "meme hub" of the Internet, but while memes can be posted on Twitter, they don't get a lot of response. Ensure you're using the right content type for the right social media site.

So, your first step should be deciding whether you're going to be using paid advertising or organic marketing with any social media sites. Once you have decided on that, then look for the demographics of each social media site and see if they meet your needs. Take notes of the ones that will work for you and only focus on those. Forget the rest!

For example, an online business that sells trendy tshirts for young women would be a perfect fit for Instagram, TikTok, and SnapChat. I came to that conclusion simply by searching the demographics for the above mentioned social media sites. And for this particular product offer, paid advertising would work great for direct sales and brand awareness.

Another example would be an online business that sells marketing software for online business owners would be a perfect fit for YouTube, LinkedIn, and Twitter. This could be done by organic marketing and/or paid advertising both for direct sales and brand awareness.

Side Note: Keep in mind that most of the stats you see are for the biggest user groups. There are also other smaller groups, and other demographics so do thorough research on each social network. For example, on Facebook the largest age group is 25-34, but there are other age groups on there. Same for interests. There are the biggest interest categories, but there are also smaller interest categories. This is why it's vital you do deep research on the demographics of each social media site.

Now once you've decided how you're going to market on social media sites and what social media sites you will use then your next step is to develop a social media strategy for each of the networks. Start with one at a time, develop your strategy and once you have a well-executed strategy rolling that's getting you the results you need, then move on to the next social media site and develop a social media strategy for it. Keep going until you're using as many as you can, but each strategy for each social media site will be different though because they each work differently.

I tell you all of this information to show that social media marketing either using the paid advertising part of it, the organic marketing part of it (*or even both*) is a great traffic strategy for most online businesses. These sites are full of billions of people and the chances of you finding your target audience on multiple of these sites are huge. You're literally tapping into huge pools of

people and in this day and time it's vital for your business that you capitalize on them.

I know I've just poured a lot of information on you so, to help you put this all together here's my advice. You need to do your own research yourself to back up any information you find on the internet. The information you find on the internet will be a big help, but your own research is what you need for exact answers.

Start by opening up a spreadsheet that you can note down all of the data that you find. Then, I highly recommend you start with some deep demographic research on each social media network. Also start searching all social media sites for words that your targeted audience would be using. This will allow you to truly see if your target audience is on any one social media platform. The more people you find that would be a good fit for your targeted audience on any on social network is a huge indicator you should use that social network.

Now of course your next steps are going to be going and actually using the social media networks that are right for your business. Just keep in mind all the other points I've made here and your journey in social media marketing should be very profitable!

Helpful Resources: Now I've already recommended **The Content Marketing Kickstart Workshop** to you. That will help you get started with content marketing, but you also must know how to use each social network if you plan to use social media with your content marketing. Most of you will be going this route, so I want to recommend a group of workshops that will teach you how to use many different social media sites correctly.

They are:

1. The Facebook Traffic Takeover Workshop - <https://learningim.com/facebook-traffic-takeover-workshop>
2. The YouTube Traffic Takeover Workshop - <https://learningim.com/youtube-traffic-takeover-workshop>
3. The Instagram Traffic Takeover Workshop - <https://learningim.com/instagram-traffic-takeover-workshop>
4. The LinkedIn Traffic Takeover Workshop - <https://learningim.com/linkedin-traffic-takeover-workshop>

5. The Twitter Traffic Takeover Workshop - <https://learningim.com/twitter-traffic-takeover-workshop>

6. The Pinterest Traffic Takeover Live Workshop - <https://learningim.com/pinterest-traffic-takeover>

7 Steps To Getting Started With SEO For Website Traffic

Search engine optimization (*SEO*) has been a tactic that has been used for decades now. We've come a long way with it, but with those changes have come a lot of confusion, misinformation, and a long list of other things that could be seen as problems. That doesn't dismiss the fact that SEO is a website traffic tactic that works when done consistently and correctly. In this short tutorial I hope to help you at the very least understand SEO in today's world and to help you see if it's right for you.

Let's get started by defining what SEO is:

SearchEngineLand.com defines it best in my opinion. "*[SEO] means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines.*"

Now that is a very short explanation on a very complex tactic that has many moving parts. There is a lot that goes into developing an SEO strategy and staying on top of it to keep your sites in the top of the search engine results. So, let's look at the steps you need to take to just get started with SEO.

Step 1: Educate Yourself

The very first thing you need to do is educate yourself. There are tons of free SEO courses online that you can start with. Once you feel like you've gotten everything out of the free stuff seek out the best professionals to learn from and buy a few courses to help you even further. My biggest piece of advice here to make sure you take notes while learning. I recommend digitally doing this so you can take your notes and arrange them into a step-by-step process that you can implement.

A word of warning: Don't buy too much stuff and stay away from all the SEO software offers. You don't need a software product until you need it in that moment so be careful getting too "*buy happy*" in the beginning.

Step 2: Do Keyword Research

This is step 1 in actually doing SEO for your website, but I've listed it as step 2 because you have to learn first before you can do any of these other steps.

Keywords are the foundation of everything you will do with your SEO efforts. Finding the right keywords is absolutely vital to your success. These are words that your target audience would put into a search engine to find what you provide/offer. You have a lot of options when it comes to doing keyword research, but I recommend investing in a keyword research tool that is specifically made for SEO.

Keyword research is something you will continually do. Establish some good keywords to get started with, measure your results with them, and add and remove what you need to focus on.

Step 3: Create Keyword Focused Content

I'm sure you've heard it before, but I've got to say it. Content is king, and good content is what will make the search engines recognize you. But you've got to create quality optimized content, so the search engines and your target audience find your content.

There are several keyword strategies that are used when it comes to creating content.

Some of them are:

Have primary and secondary keywords for your content.

Don't "*stuff*" keywords into your content. Your content should focus first on the reader and second on the search engines.

Include at least 1 piece of "*rich*" content (*images, videos, etc.*) within your written content.

Use an SEO plugin (*if you're using a WordPress blog to publish your content*) to help you put all your keywords where they need to go.

I could go on and on here because there are many more of these strategies that you need to learn and follow, so do a lot of research in this area of SEO.

Step 4: Understand Technical SEO

Technical SEO are things like the load speed of your site, your site being secure, your site being mobile friendly, etc. Research technical SEO best practices and you'll find a lot of information of what to pay attention to in this area. Do not ignore this part though. If your technical SEO isn't paid attention to all your SEO efforts could be for nothing.

Step 5: Build Your Backlink Portfolio

All the steps above are considered on page SEO, but the other side of SEO are off page SEO tactics and the biggest one is getting backlinks. Each time you get a backlink it's like getting a vote and the search engines count these "votes", but not all votes are created equal. Links from high traffic websites that have a lot of "authority" provide you with the most benefit, but that doesn't mean you shouldn't work for the smaller links too.

There are many link building strategies out there and other off page SEO strategies. Put some serious research into off page SEO because it's another vital factor in your SEO efforts.

Step 6: Keep Up To Date

SEO started decades ago and the number of changes that has happened since then are mind boggling. Even today things are being updated, changed, and at any time the search engines could make changes and you could find your website on page 99 instead of at the top of page 1. It's very important that you keep up to date with the ever-changing industry. Find 2-3 sites to follow for all of your SEO news and updates.

Step 7: Grow Your SEO

The last step here is to bring in an SEO professional/agency. There's only so much you can do on your own with SEO. It's a big strategy, but one that pulls in seriously targeted website traffic if done properly. Once you have found that you're getting results and you can't grow your traffic any further on your own then it's time to build a team or hire an agency to help you.

You can find agencies and professional SEO experts to help you by doing a search on your favorite search engine.

As you can see there is a lot that goes into an SEO strategy, but it's a long-term strategy that's been around for a very long time and it works if done properly. Educate yourself, implement, and grow are the biggest keys to your success with SEO!

How To Get Started With Using Paid Website Traffic

Paid traffic is hands down the fastest way to get traffic. It's basically like turning on a water faucet. *Need traffic?* Turn an ad on, and here comes all the traffic. However, there is a lot more that goes into it than just creating any old ad and pushing a few buttons. In this tutorial we're going to cover how you can get started with paid traffic, so you don't walk into it blindly, do all the wrong things, and lose a lot of money!

Let's first talk about how not to lose a bunch of money when getting started. The best advice I can give you is don't advertise something that you haven't tested and that you know works. For example, if you want to advertise a lead capture page. Make sure that it converts visitors into getting on your list. You'll also want to make sure that you have a backend that makes you money. If you're paying for advertising you want to at least recoup your investment, and you do that by making sure that what you have will work and that there are options behind it that make you more than you're spending.

Now, this is just one example. Maybe you're going to use paid advertising for brand awareness. In this case you won't see any immediate return on your investment, and you're going to need some pretty deep pockets for this option. If you're just getting started, I highly recommend you focus your paid advertising efforts on things that can directly make you money.

Now, the next thing you need to understand is there are many options when it comes to paid traffic. Some of them are:

Search ads - These are ads that you see in search results when you search for something via a search engine.

Paid Social Media Ads - These are ads you see while you're on social media.

Media Buying - This is where you buy advertising from a media company such as a television station, newspaper, magazine, blog or website

Influencer Marketing - There are big influencers in just about every niche and you can sometimes pay them to advertise your product/service/brand for you.

Display ads - These are ads that appear on various websites around the Internet.

Instream Ads - These are ads that appear on videos on YouTube

And the list goes on and on, so you need to thoroughly research your options and find which one(s) have access to your target audience. Which one(s) are going to be best for you and what is going to be best for your budget. This will take time to research and figure out, but it's vital to your success with paid advertising.

Next... Once you have something to drive traffic to that you know works, and you've done your research on what type of paid advertising source will work best for you then it's time to roll up your sleeves and put the real work in. You've got to learn how to use the paid advertising source that you've chosen. All the way from creating your ads for advertising and what you are allowed to do and not allowed to do to how to scale your advertising and how to measure results. And of course, everything in between. There is a huge learning curve when it comes to using paid advertising and each source and network is different. So here are a few tips to help you:

Tip 1: Research

Start with your favorite search engine and search everything you can about using the paid advertising source you want to use. I also recommend going to YouTube and searching for everything you can learn there also. As you do your research take notes. I recommend doing this digitally so you can come back and organize them into a step-by-step process. Because paid advertising is exactly that. A step-by-step process.

Another thing you can do to research is to take online courses about the paid advertising source you want to use. Places like Udemy offer courses on just about every paid advertising source available and if you can't find anything there you can always do a search on a search engine for courses too. Go through a few courses and again remember to take notes!

Tip 2: Hire A Professional

Another option here is to simply hire a professional to help you. You can find people and/or agencies that will handle paid advertising for you. All the way from creating your ads to managing them. Now, there is a fee for this type of service. Sometimes it's a percentage of your ad spend and sometimes it's a flat monthly fee. While this is more expensive it could save you money in the long run, and a lot of time. We all know time is worth more than money. You can find these professionals by searching your favorite search engine and also LinkedIn is a great place to find them too.

Now I've given you a lot of information here and it may seem like paid advertising is just too hard and risky. And while it can be hard at first, just like with anything once you "*learn the ropes*" it does get much easier. You're going to have to inform yourself and put a lot of time into doing so. Now, the most important thing I've mentioned here is that you come to the table with something to advertise that is a proven winner. That will take away most of your risks right from the beginning.

As you can see from what we've talked about in this tutorial, paid advertising is so different because you're putting your money on the table. This is why so many people shy away from it. They would rather put a lot of time into other strategies rather than risk losing a lot of money. This is a valid concern, but you're in business to make money and there are always risks. If you have the money to put into paid advertising, it can be a great option and a very profitable one too. Don't be afraid of it! Dive in and get started learning today!

How To Use Influencers To Get Website Traffic

Contrary to popular belief, influencer marketing has been around for several years now. It's just now becoming more talked about and available to the masses. When it first started only big brands and celebrities were using it, but now with the number of influencers in so many different niches anyone can jump in and start using influencer marketing.

So, let's first talk about what influencer marketing is. An influencer is a person who is on a social network with a following who sees them as an expert in their niche. You can pay these influencers for endorsements and mentions of your business/products/services. This type of marketing works so well because the influencers have a following that knows them and listens to them. They have done the work to build trust with their followers through the content they post on their social media channel.

Now, it's worth noting that an influencer doesn't have to have a huge following to be valuable to you. Even small followings can get you the results that you need.

Now that you know what influencer marketing is, let's switch gears and start talking about how you can start using it in your business.

Step 1: Research Examples Of Influencer Marketing

This is a critical step. I highly recommend you head over to Google and search for "*influencer marketing examples*" and go through the results. See how others are using influencer marketing and get ideas of how you can use influencer marketing. Maybe you find examples that are totally unrelated to your business, but you could use the same tactics.

Step 2: Define What Your Goals Are

After you've done some research and have some ideas for how you want to use influencer marketing define the goals you want to accomplish by using influencer marketing. *Are you just wanting to create awareness for your brand? Are you wanting to directly promote your products or services? Are you wanting to generate leads? Are you wanting to build your following?* Decide on one goal you can start using influencer marketing to accomplish. As you learn to use it and you see results you can always run more campaigns for other goals.

Step 3: Find Influencers To Work With

Now there are a few ways to find influencers. You can hop on the social networks that they're on which are Facebook, Instagram, TikTok, and YouTube (*probably others but these are where you'll find the most influencers and probably one that fits your niche*) and start following them to get a feel for the content they publish and how/if you could work with them. Simply search for keywords that are related to your niche.

If you're going to use this route, I highly recommend you create a system to keep up with each of them. You'll want to spend a few weeks following them before reaching out. Plus, you also want to make sure that they have a following that actually interacts with them. If they don't have a following that interacts with them, it might be a good idea to not work with them because you won't get results if they aren't either. This is also an indicator of "*false followers*" which is sometimes an issue with influencers, so make sure you're working with legit influencers.

Alternatively, there are also influencer marketplaces that you can utilize where the marketplace brings influencers and advertisers together. Do a search on your favorite search engine and you'll see many different ones that you could potentially find an influencer in.

Step 4: Start, But Start Small

Influencers are categorized in different "*levels*" which are:

Nano Influencers - Have 1,000 - 5,000 followers.
Micro Influencers - Have 5,000 - 50,000 followers.
Mid-tier Influencers - Have 50,000 - 500,000 followers.
Mega Influencers - Have more than 500,000 followers.

I recommend that you start by finding nano influencers to work with first. They are going to be less expensive and probably easier to work with on many levels. Check the profile of the influencer you would like to work with and see if they have any links or information about working with them. If they have a website, you can also visit it and see if there is any information about working with them. Contacting them via email works better than sending them a direct message on social media because an influencer generally gets a lot of direct messages on their social media accounts. If you can't find any information then you can reach out to them directly, tell them your goals and ask them how you can work with them.

Once you've done a few campaigns with a few different influencers check to see what results you got. You can track results by using tracking links, hashtags, etc. If you got little or no results check to see how they promoted you. Then check to make sure that things on your end are right. Influencer marketing is not a hands off strategy. You must keep on top of things like scheduling, postings, and results.

Step 5: Scale Your Influencer Marketing Efforts

When you get some experience under your belt, and you've had good results reaching your goals then you can start using bigger influencers and spending more money thus getting more and more results for your business!

Now this guide should help you with getting started with influencer marketing. It's a different strategy and can be a lot more fun and profitable than other strategies. *We all need more fun in our marketing, right?* However, the fundamentals are still the same as other marketing tactics. You've still got to do your research, determine what your goals are, carry out the actual advertising, and then review your results and see how you can make changes to make it better.

Influencer marketing is here to stay, and it's only going to grow more in the coming years. Just about any business can use it for all kinds of different business goals. All the way from growing your following and building brand awareness to making sales and generating leads. All of this is reason enough to at least start your research and see how you can use influencer marketing to grow your business.

6 Old Website Traffic Tactics That Still Work

January 1, 1983, is considered the official birthday of the Internet, but it didn't become popular until the mid to late 90s. At the time of this writing, it's 2022, so we can safely say for over 25 years now people have been using the Internet mostly as it's seen today. I bet your mind instantly started making that old "dial up" internet connection noise and you cringed. If you don't know what I'm talking about be thankful for your youth.

As soon as the Internet became mainstream advertising tactics on it began, and since then we have come a very long way. It's said that banner ads were the first form of Internet ads, but I remember the days of classified ad sites and message boards that predate banner ads, so I'm going to say these were the first forms of advertising. And while a lot of things have changed with technology there are still some "old ways" of advertising that still work to this day, and I highly recommend that you incorporate them into your business. *I mean if it's not broke, don't fix it, right?*

Here's a list of 6 "old" traffic tactics that you can use to advertise your business and drive traffic into it:

1. Banner Ads - The first banner ad started in 1994 when AT&T paid HotWire a whopping \$30,000 to place banner ads on their site for 3 months. They got a clickthrough rate of 44%. To put that into perspective the industry standard clickthrough rate is now .06% Now banner ads are called display ads and can be bought in a variety of ways but using media buying techniques are the best way to go about getting your banners on popular websites.

2. PPC Advertising - In 1996 pay-per-click (PPC) advertising hit the Internet from Planet Oasis. Today PPC advertising has totally changed and there are various ways to do it. All the way from search ads to social ads you can jump into PPC advertising in many different ways. Some studies even show it's the best kind of advertising because the visitor is already coming to your website out of direct interest. They are seeing your ad, they are interested, and they are coming to your website with interest. Either way after being around for 26 years it's definitely not a tactic to ignore.

3. Search Engine Optimization (SEO) - And then came 1997 when SEO was first used as a term, and SEO has probably changed more than any other tactic I have listed here. We went from "stuffing" a bunch of popular keyword phrases (*even if they weren't relevant*) and enjoying a ton of traffic

to now the most complex system for grabbing (*and trying to keep*) the coveted top spots in the search engines.

Today SEO works by creating a strategy for your business and consistently implementing that strategy. Things like keyword research to find the correct keywords that will allow you to meet the business goals you have setup. Creating content that your audience and the search engines love. Along with many other components thrown in there. SEO is here to stay and it's a tactic I recommend if you're not in a super competitive niche or if you're in a position to outsource your SEO tactics. With the way search engine are constantly changing SEO can be a full-time job!

4. Affiliate Program Marketing - A lot of people get affiliate marketing confused with affiliate program marketing. While it takes affiliate marketers to make your affiliate program work, affiliate program marketing is where you setup an affiliate program for your business, recruit affiliates, and have them market your products/services for you in exchange for a commission.

William J. Tobin is credited with starting the very first affiliate program in 1989 where he setup an affiliate program for his PC Flowers and Gifts store. It had 2500 affiliates by 1996 and was generating millions in sales every year.

Today affiliate programs are everywhere and it's an amazing tactic to implement into your business to get loads of traffic and sales from the millions of affiliate marketers that are out there. If you have your own products/services that you can pay others a commission on, then this is definitely a tactic not to skip!

5. Email Advertising - There's a story that says a man named Gary Thuerk sent an email to 400 people in 1978 for his company's computers and it resulted in 13 million dollars in sales. So, 1978 had email? I don't know, but it's a great story, right?

The facts are though that advertising via email (*either to your own list or by buying email advertising*) has worked for a very long time and it's something you should definitely be using in your business in a variety of ways.

Over time things like buying email lists, actual SPAMMING people, and a ton of other tactics have popped up, but the best thing to do now is create a list building strategy to build your own list and use email marketing to meet your business goals which vary in many different ways depending on your business. The bottom line though is email advertising using today's standards and strategies works!

6. Communities - *"Back in the day"* we had message boards and chat groups that we would use to communicate with others. I can't tell you how many friends and relationships I built in those communities. Supposedly the first message board was created in 1978. *1978 again? I thought the birth of the Internet was in 1983?* Anyway, then came forums and they allowed for even bigger communities to develop. In the early 2000s forums were gaining popularity and business owners/marketers were using them to get a lot of targeted traffic into their businesses.

Fast forward to now and the communities we access are different (*think social media and communities that you can create*), but it's still a tactic that works great to drive traffic if done correctly.

Okay, so now you have 6 different tactics, their back history, and how you can use them today. I hope you've enjoyed this trip down memory lane, but I especially hope this has opened your eyes to tried and tested website traffic tactics that have worked for decades and still do. When you're deciding on traffic tactics that you want to implement in your business we can sometimes get lost in the latest and greatest tactics that often only work short term. Have at least 1-2 *"old tactics"* in your marketing arsenal to ensure you're putting your efforts into tactics that actually work!

The Website Traffic Wrap Up

I've now filled your brain full of information and given you some amazing resources to help you with just about anything I've covered in this guide. Now it's up to you! Take what you've learned here, make sure you're **READY** for website traffic, and then use your notes from going through this guide to create your own website traffic plan. Once you have a plan for traffic make sure to use it each and every day and you'll be on your way to getting constant streams of website traffic!

I wish you much success on your website traffic journey!

Liz Tomey

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