



10 POWERFUL WAYS TO
DRIVE TRAFFIC
TO YOUR WEBSITE

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YOU NEED MORE WEBSITE TRAFFIC

You had great ambitions when you built your website. You had visions of thousands of people visiting your site each week. You dreamed of writing blog posts that were shared by hundreds of people and of even having the occasional article go viral. And ultimately, you envisioned using your website to build your business.

In short, you dreamed of getting a lot of traffic to your website.

But getting website traffic hasn't been as easy as you envisioned. Maybe you get a hundred people per week to your site. Maybe less.

It turns out that simply having a website doesn't mean that people will come to it.

In the movie *Field of Dreams*, an ethereal voice tells Kevin Costner that if he builds a baseball field, people will come to it. Unfortunately, the same is not true of your website. Just because you build it doesn't mean people will come. Having a website doesn't guarantee that people will visit it.

You need...

- A proven strategy to get more web traffic
- Tested methods for generating a steady stream of website visitors
- Tactics for getting people to visit your site and engage with your content

And the truth is, if you want to build your business through your website or blog, you

really do need a steady stream of people coming to your site.

Consider this:

- The more people come to your site; the more people become aware of the great content you create.
- The more people become aware of your great content, the more you become known as an industry expert and thought leader.
- And the more you're known as an industry expert, the more people will come to you for help.

Can you see how important website traffic is for your business? The more website visitors you have, the more leads you'll generate. More leads mean more customers, which turns into more revenue for your business.

In short, more traffic usually means more money for your business.

Hear this loud and clear...

Your website could be a revenue-generating machine for your business. You just have to get enough people visiting it on a regular basis.

Of course, all this raises the question: how do you get more website traffic?

That's what we're going to talk about in this eBook. You'll discover 10 proven strategies for getting hundreds, if not thousands, of website visitors.

Each of these strategies, when used on their own, can drive a significant amount of traffic to your site. When you combine them together, you can see massive results.

A quick caveat though: It's important to avoid jumping from strategy to strategy without giving much time to each one.

Each of these strategies requires time and effort to execute properly. Work is required if you want to see results. You shouldn't expect to see spectacular results from the first minute you implement a tactic. You need to put in the necessary work.

If you jump from strategy to strategy without devoting much time to any particular one, you probably won't get great results.

Instead, seek to master one strategy before you move on to the next. Learn the ins and outs of each strategy. Discover the nuances and tactics that work best with each one. When a strategy is starting to show positive results, double down and focus on that strategy.

Once you feel like you've mostly mastered a particular strategy, then consider moving on to the next one.

Have a long-term mentality in mind when thinking about getting traffic to your website. Over time, as you stack one strategy on top of another, you'll begin to see compounding results.

Are you ready to dive in?

Let's get started.



TRAFFIC STRATEGY #1: CREATE AMAZING, SHARE- WORTHY CONTENT

This is, hands down, the best way to get traffic to your website. If you want people to come to your website, you must give them a reason to come.

You'll want to create awesome content that attracts people and that they feel compelled to share with others.

If you simply post short, uninspired articles on your blog, you're not giving people much

reason to come to your site or share your content.

Please note that there are millions of pieces of content published each month. Most of these pieces of content are boring and tepid. There's nothing unique, attractive, inherently valuable, or share-worthy about them.

They're nothing but puff pieces with no real substance to them.

If you want to get people to visit your site, consider how you can stand out from the crowd. How can you create content in a way that differentiates you from everyone else? You need a strategy for being unique and different: tactics for getting people's attention in a crowded arena.

The best way to stand out from the crowd is to create highly valuable, in-depth content:

- Content that thoroughly and deeply covers a subject
- Content that really answers your audience's questions and speaks to

their pain points

- Content that addresses a subject on a much deeper level than anything else out there

Think about it this way...

If you have the choice between writing four 500-word pieces or one 2,000-word piece, it would probably be better to write the 2,000-word piece.

Why? Because you can probably create more value in a single 2,000-word piece that focuses on one topic than in four different short pieces that focus on four different subjects.

Think quality over quantity when creating your content. Quality content stands out in a world where people are cranking out a tremendous quantity of content.

When creating content, ask yourself these questions:

- Would I want to read this content?
- Does this add value to my readers?
- Is this share-worthy?

- Is this different from all the other content that's being produced?
- Does this content answer the reader's questions?
- Does it speak to the reader's pain points?

Here's the good news. If you create great content, the rest of your promotional tactics become that much easier.

Your content will practically promote itself when others see how valuable it is. People want to share content that is valuable and if you create valuable content, people will promote it for you.

So, focus first and foremost on creating amazing content for your audience. If you ignore this tactic, none of the other tactics will produce much by way of results. If, on the other hand, you double down on making outstanding content, you'll find the rest of the tactics to be that much more effective.



TRAFFIC STRATEGY #2: SHARE YOUR CONTENT ON SOCIAL MEDIA

You'll benefit from regularly sharing your content with your followers on social media. After all, how many followers, friends, and connections do you have? Probably several hundred, if not many more. All of these online connections represent potential site visitors and eventual customers.

With this social media strategy, whenever you create a piece of content, share it multiple times across all your social media profiles.

Why should you share your content multiple times? Because not every one of your followers will see every one of your posts. Sharing multiple times on various channels maximizes the chances of your followers seeing your social media posts.

When you share your content on social media, think about what format works best for each platform.

For example:

- Pinterest is very image heavy. When you share a blog post to Pinterest, consider creating a specific accompanying image that fits the Pinterest platform.
- Twitter, on the other hand, is more text heavy (although images certainly help). When you share a blog post to Twitter, carefully craft the text you want to accompany your post.

Consider, also, sharing different types of formats of your content. For example, Facebook likes to keep people on their site as long as possible and video content helps them do that (since people will give more of their attention to videos). Therefore, they tend to push video content higher up in the social media feeds, giving it more exposure.

LinkedIn also is now focusing heavily on promoting video content, since it keeps people on their website longer.

With these tips in mind, you can see how important it is to use video to promote the content you create on your website.

For example, let's say you create an in-depth blog post about the keto diet. You could create an accompanying video for Facebook in which you give some of the tips from the blog post and then point people to your website for the rest of the tips.

When using social media, don't be afraid to experiment with different content formats to see what works best on different platforms. Try sharing links, images, videos, polls, and more,

and see what drives the most people to your website.

Luckily, you can use online services to help you with all of this social media sharing. If you want to schedule social media posts in advance, there are numerous tools that enable you to do that, including:

- [Buffer](#)
- [CoSchedule](#)
- [Hootsuite](#)
- [Meet Edgar](#)

Using these tools, you can schedule months of social media posts in advance, saving you valuable time.

Keep in mind that just because a piece of content is older doesn't mean that it's not worth sharing more than once. You can breathe new life into old pieces of content by re-sharing them on social media awhile after they were first published. And sharing content more than once will generate more clicks, visits, and shares.



TRAFFIC STRATEGY #3: BUILD YOUR EMAIL LIST

Having an email list is like having your own traffic source. Each time you publish something new on your website, you can send a link out to your email list and watch the visitors come flooding in.

The bigger your email list, the more visitors you'll get to your website.

This means that you should start building an email list on your website as soon as possible (like, yesterday). If you're not building your email list, you're missing out on one of the most effective ways to get new traffic to your website.

There are numerous powerful ways to build your email list.

Probably the most effective way to build your list is by giving away something in exchange for people's email address. The giveaway, called a "lead magnet," is a piece of valuable content that people can download once they hand over their email address.

For example, you might give away:

- Whitepapers
- e-books
- Case studies
- Videos
- Free email courses
- Templates
- Webinars
- Premium content

A lead magnet can be anything that is valuable enough that people will be willing to give you their email address in exchange for it.

You can give away the lead magnet through a pop up on your website or through a dedicated landing page.

Another effective way to build your email list is by implementing opt-in forms in various places across your website.

For example, whenever someone first visits your site, you could have a box pop up inviting them to sign up for your email list. You also could have an opt-in form on the sidebar of your website where people simply enter their email address.

When inviting people to sign up for your email list, give them a compelling *reason* to sign up. In other words, don't simply say, "Sign up for my list!" Instead, tell people what they'll get in exchange for signing up for your list.

Will they get...

- A free download?
- Weekly marketing tips?

- Access to an exclusive Facebook group?
- Access to a fitness video you created?

People won't simply give you their email address for no reason, so give them a good reason why they should sign up for your list. When you invite people to sign up, give them as many reasons as possible why they should.

In order to build an email list, you'll need an Email Marketing Software.

Some effective email marketing platforms are:

- [ConvertKit](#)
- [Aweber](#)
- [ActiveCampaign](#)
- [Drip](#)
- [Campaign Monitor](#)
- [Constant Contact](#)

Each of these software makes it easy to manage contacts, send out emails, and build your list.



TRAFFIC STRATEGY #4: GUEST POSTING

If you're like most people, you probably won't have much of an audience when you first get started creating content on your website. That's okay and should be expected! After all, it takes time to build an audience.

As the saying goes, don't despise the day of small beginnings.

But even if you don't have a large audience, there are still ways to get your content in front of lots of people.

Guest blog posting on someone else's website allows you to tap into another person's audience.

With guest posting, you can:

- Benefit from the work they've done building their audience
- Get your outstanding work in front of an audience that's much larger than your own
- Increase your exposure and drive traffic back to your own website

The most common way to secure guest posting gigs is to research blogs that are in your niche and then contact them, asking them if they accept guest posts. If they provide specific guidelines regarding guest posting requests, be sure to follow these guidelines in every detail.

One thing to keep in mind when reaching out to these blogs is that they probably get these kinds of requests quite regularly.

If you want to stand out and have the opportunity to post on someone else's blog, you'll need to be unique in your pitch.

In other words, you'll need to be able to offer unique value to the other person's audience. It's not just about you getting in front of the audience, it's also about you adding value to their audience. If you can't offer any value to the audience, there's no reason for them to allow you to post on their site.

So what can you uniquely offer in your pitch that will set you apart?

- Years of expertise?
- A different/fresh perspective?
- Research on a particular subject?
- An insider's opinion?

In your pitch to the blog, talk about what you have to offer and even suggest a few topics that you might be able to write about. Focus on how you'll benefit *their* audience.

If you do get the opportunity to guest post, be respectful of the owner of the website. Avoid being overly spammy in linking back to your own website. At most, include one or two links in the body of your post and a link in your bio. Anything beyond that starts to appear overly self-promotional.

If a post is published, be sure to link to it across your various social media networks. That way you benefit the owner of the website on which the guest post appears as well as yourself.



TRAFFIC STRATEGY #5: PARTICIPATE IN ONLINE FORUMS

Online forums like Quora and Reddit, as well as Facebook and LinkedIn groups, can be great sources of traffic for your website if you know what you're doing.

There are forums and groups for almost every subject imaginable, and you can be sure that people are looking for the kind of information that you provide on your website.

It's important to know that forums and social media groups tend to be different from standard social media sites. You can't simply share links to them and expect people to go to your website. In fact, if all you do is share links in online forums and social media groups, there's a good chance you'll get the boot.

Why?

Because first and foremost, members of these sites want you to add value directly to the group, not just through your website. In other words, they want you to participate in the conversation that is happening in the group itself, not simply spam the group with links.

If you want to thrive in groups and forums, you must:

- Answer people's questions
- Contribute your own thoughts
- Ask questions
- Add deep value to the conversation

Before you share any links to your own site, be sure that you've thoroughly participated in numerous conversations.

If you're an active member of a group or forum, then you can and should be sharing the occasional link to relevant content on your site. But only share a link to your website when it's relevant to the conversation. Don't try to force it.

You don't want it to look like all you care about is getting people to your website. You want to show others that you actually value the conversation that is happening in the group itself.



TRAFFIC STRATEGY #6: REFERENCE OTHERS

If you can get an influencer in your industry -- someone with a large audience -- to share your content with their audience, it can be a huge boost for your website.

Imagine the effect it would have on your traffic if someone with thousands of online followers shared your content with their audience. It would give you an instant surge of traffic.

But this is easier said than done, right? After all, how do you convince someone else that your content is worth sharing? How do you

persuade someone to share their much larger audience with you?

One of the most effective strategies for getting others to share your content is to quote or reference them.

For example, let's say you're writing a lengthy guide to email marketing. You could email a number of email marketing specialists and ask them for a quote for the piece.

Make it easy for them to respond. Usually just asking a single question is best. Avoid asking them to answer multiple questions, which will take up a large chunk of their time.

Once you've written the guide to email marketing, tell all the people you've quoted in the article. Send them a short email in which you thank them for the quote and show them the finished piece.

There's a good chance that they'll share your piece with their audience.

Another, simpler way to get quotes from influencers is to take something they've already written and quote them. Then you can

reach out to them via email or social media and let them know you've quoted them. Again, there's a decent chance they'll share it with their audience.

A secondary benefit of quoting influencers and authority figures in your pieces is that it adds expertise to your content. Rather than just being your own opinion, your content also includes the thoughts and insights of industry experts, thus giving more weight to your content.



TRAFFIC STRATEGY #7: COLLABORATE WITH OTHER CONTENT CREATORS

This is similar to guest posting but with its own unique spin.

You should always be on the lookout for ways to collaborate with other website owners and content creators. By working with them, you get to benefit from their audience, and you can share your audience with them.

Collaboration is very common in the YouTube world and is one way that YouTube creators build up their subscriber base. Instead of trying to build an audience all by yourself, you can team up with others and mutually benefit each other.

A simple example of collaborating with another website is to do a guest post swap. You post on their website and they post on yours.

But it doesn't have to stop there:

- You could appear on someone else's podcast and then you could promote that podcast on your website.
- You could join a YouTube creator in one of their videos and then work to promote that video on your own website and across your social media channels.
- You could do a joint webinar with a person and then promote it to your email list.

The key to collaboration is bringing value to the other person.

If you can add value in some way to the other person (even if that's just sharing your audience with them), there's a much greater chance that they'll want to collaborate with you.

When you reach out to someone regarding a collaboration, make it crystal clear how you will add value to them. Tell them about how you'll promote the content you create with them and how you'll get it out to as many people as possible. Make it clear that you'll work really hard to benefit them.

Like with guest posting, if you only focus on yourself, there's little chance that they'll want to collaborate with you. If, on the other hand, you can demonstrate how much value you'll be able to add to them, they'll be much more inclined to want to work on something together.



THINK
ABOUT
THINGS
DIFFERENTLY

TRAFFIC STRATEGY #8: ADVERTISE

Advertising on Facebook, Google, or other social media platforms (like LinkedIn) is one of the most effective ways to get traffic directly to your website. Yes, it does cost money (unlike the other strategies listed so far).

But if you're willing to spend the money, you can get an avalanche of traffic to your site.

Because here's the deal. Facebook and Google are huge. Billions of people use both websites every month. It's an absolutely enormous audience, and if you're willing to put some money into advertising, Google and Facebook will share their audience with you. That's incredibly powerful. You get to tap into two of the biggest audiences in the entire world.

And there is one distinct advantage to paid advertising above other forms of promotion: paid advertising allows you to put your content in front of a very specific audience.

For example, let's say that you've created an in-depth guide to preparing for retirement. The ideal audience for this guide is people over the age of 45 who make more than \$70,000 per year and who are married.

With Facebook, you can target this precise audience and get your guide in front of them. You can get your content in front of the exact people you created it for.

Or, using Google, you can target people who are specifically searching for the phrase “retirement preparation tips.”

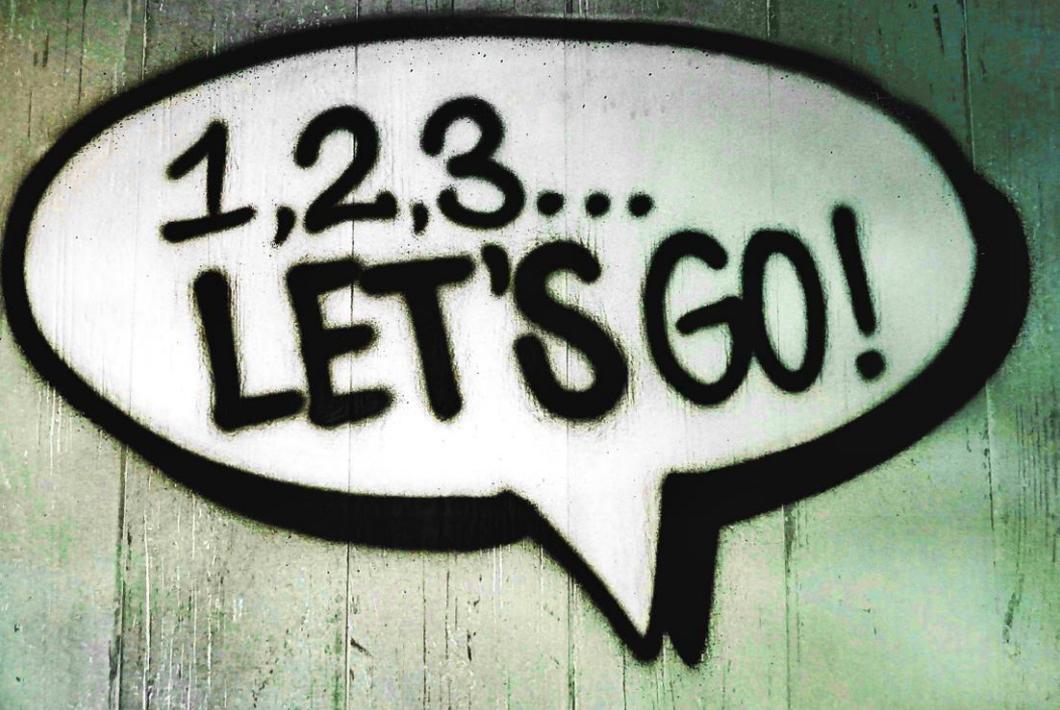
Google would show your advertisement specifically to people who are looking for tips about retirement.

Do you see how powerful that can be? Instead of sharing your content across your social media feeds and hoping that the right people see it, you can ENSURE that the right audience views your content. You can get your content in front of the people most likely to be interested in it and your business.

And when the right audience views your content, they’re much more likely to convert into paying customers.

So yes, you have to spend money when advertising your content on social media. But the advantages often outweigh the costs.

You get access to a massive audience and can get your content in front of a highly targeted group of people. It really is a win-win.



TRAFFIC STRATEGY #9: COMMENT ON BLOGS

In addition to your own website, there are thousands of other industry-related sites that are publishing great content on a regular basis. Ideally, you should choose a number of these blogs to regularly comment on. By commenting on these blogs consistently, you'll begin to establish yourself as a presence in your industry.

When commenting on blogs, it's important to have the same mindset as when you comment in online forums. Your goal is not simply to share a link back to your website. In fact, most of the time, you won't be sharing links back to your site at all. You'll simply be participating in the conversation.

Your goal with every comment is to add value to the conversation.

You want to:

- Add new insights
- Ask relevant questions
- Engage in discourse with the owner of the site and other blog commenters

Remember, the blog owner can delete your comments at any point. The best way to ensure that doesn't happen is to contribute something valuable to the conversation.

It's important to note that the blogs you comment on should all be related in some way to your industry.

For example, a comment on a New York Times story may get a lot of eyeballs, but most of the

people who see it won't be interested in what you have to offer on your website.

On the other hand, a comment on a much smaller, but industry-related site will be seen specifically by people who are probably interested in what your business and website have to offer.

It's true that this strategy is slower when it comes to building traction. But the more you comment on other blogs, the more people will begin to recognize your name. And if you're adding large amounts of value to the conversation, people will begin to recognize your name and respect you as an expert in your industry.



TRAFFIC STRATEGY #10: CREATE VARIOUS FORMS OF CONTENT

The reality is that people learn in a variety of ways. Some people are visual learners and learn best from videos. Others learn best by reading, and still others prefer audio content.

If you want to connect with the greatest number of people possible, you consider creating content in a variety of formats.

For example, don't just create blog posts on your website. Also create videos, podcasts,

webinars, infographics, and more. The more formats you utilize, the greater the number of people who will resonate with your content, and the more people will eventually come to your website.

One of the best ways to create a variety of formats of content is to use what's often called the "pillar strategy."

The pillar strategy involves first creating a lengthy, in-depth piece of "pillar" content. This pillar content could be a video, blog post, podcast, or other content. Your pillar content will be the longest type of content you create and will talk about a subject from a variety of angles and viewpoints.

From there, you take the pillar content and slice it up into smaller pieces of relevant content that all stand on their own.

For example, let's say you created a lengthy pillar blog post. You could then:

- Take one point from that blog post and turn it into a short video.
- Take another point from the blog post and turn it into a short podcast.

- Take a third point from the blog post and turn it into a series of social media posts.

Each individual piece of content should point people back to your website in some way. So, for example, at the end of your video, you could direct people to your website for more valuable content.

Your goal is to essentially reuse the same piece of content in a variety of ways - to take your pillar content and distribute it in a variety of formats.



GET MORE WEBSITE TRAFFIC TODAY

The good news is that you can start implementing these tactics immediately. You can start getting more website traffic right now using these strategies.

And we have talked about a lot of different strategies! We've discussed:

- Creating amazing, share-worthy content
- Sharing your content on social media

- Building your email list
- Guest posting
- Participating in online forums
- Referencing others in your content
- Collaborating with others
- Advertising
- Commenting on blogs
- Creating various forms of content

Don't be overwhelmed by the number of strategies listed above. Start small when it comes to increasing your web traffic.

Begin with one tactic, focus on it, and learn how to do it effectively.

Then, move on to the next tactic. Don't feel like you have to implement everything at once. Small, steady, and consistent is the way to go when it comes to increasing your web traffic.

You can be sure that if you start implementing these strategies, you'll begin to see a sure increase in your traffic.

So, don't wait any longer. Start getting more website traffic today!

If you have a question or need help, please email us at: kcarter@tbaygroup.com or jgraunke@tbaygroup.com.

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