

WEBSITE TRAFFIC



Content Leverage

- Slide presentations
- Videos
- PDFs
- Articles
- Podcasts
- Pinterest & Instagram Photos
- Guest posts
- Free WSOs
- Press Releases
- Webinars
- Traffic Baits
 - Contests
 - Giveaways
 - Speedlinking
 - The Best Of Lists

Relationship Marketing

- Guest Posting
 - Commenting on other blogs
 - Creating a commenting tribe
 - Linking out in your posts
 - Featuring blogs in your posts
 - Accept guest posts
 - Personal emails
- Build Alliances
 - Product co-creation
 - Swap ads
 - Newsletter co-registration
 - Offer your freebie as a bonus
 - Special Discounts
 - Free webinars

Social Marketing

- Social Media
 - Facebook
 - Twitter
 - Niche-related sites
 - Google+
- Forums
- Social Networks
 - BizSugar
 - BlogEngage
 - Blokube

SEO

- On-Page
 - Stay within your subject
 - Write on subjects, NOT keywords
 - Smart internal linking
 - Proper titles, descriptions, headings
 - Decrease bounce rate
 - Increase speed
 - Link out to authority sites
 - Content freshness
- Off-Page
 - Traditional link building
 - Social SEO
 - Branding

Mobile Traffic

- Mobile plugin
- Mobile site app

Paid

- Pay Per Clicks Ads
 - Requires in-depth knowledge
 - Requires financial investment
 - Has no leverage (no money=no traffic)
 - Easier to master than Adwords
- Facebook Ads
 - Easier to set up
 - Less competition
 - Good targeting
 - Requires financial investment
 - Has no leverage (no money=no traffic)
- Banner Ads
 - Ads on other blogs/niche websites
- Solo Ads
 - Email newsletters and Ezines
- Paying for traffic
 - with money or time
 - Traffic exchanges (waste of time)
 - Buying traffic/impressions (waste of money)

Product Creation

- Drive traffic through affiliate program
- Offer it as a bonus to other people's products
- Sell it as a WSO
- Offer it as a free WSO

Offline traffic

- Business cards
- Flyers
- Brochures
- Free samples