

THE TRAFFIC HANDBOOK

Content

- The most important tool for gaining traffic (by far) is to create lots of content.
- This content should be high quality. That means:
 - Have something unique and interesting to say
 - Be written by an expert in that niche
 - Be "packaged" well, with high quality images and a good site design
 - Be easy to read and well organized (short paragraphs, headers)
 - Be around 800 words long
- You should create a content strategy
 - Think about the different types of content
 - Evergreen content has unique benefits as compared with news content - for example
 - Think about how interviews etc. can create more marketing opportunities
- Promote every one of your pieces of content like you would a new product or service!

SEO

- Building links
 - Using keywords in your content
 - Optimizing your website
 - Links should be from highly relevant sources
 - And sources that Google knows and trusts - look for pages that Google frequently features in its news sections etc.
 - There are numerous ways to build links
- SEO essentially boils down to a few key things:
 - Building links helps Google to find and index your site. It also acts as a kind of testimonial - so Google will assume others like your content.
- Research these using a tool like Google's keyword research tool or a paid alternative
 - Think about popularity but also competition: can you stand out in a crowded market with your content?
 - Think about intent: What is the reason someone searched for this phrase? Can you answer the question they have?
 - REMEMBER: Google is serving the user and NOT the publisher (you)
- SEO content is content that is cautiously laced with keywords and phrases.
 - Optimization is crucial to ensure your page loads quickly and offers a good experience for your audience.
- A good website should load quickly
 - Work well on a mobile device
- Guest posting is the most popular - write free content for other creators in exchange for a link back to your site
 - To get influencers to respond, start with smaller targets. Build up until you reach the status that will get larger influencers to respond.

Social Media

- Again, the key is to post often with high quality
 - Understand your buyer persona and your mission statement - communicate emotion through your posts
 - Show the kind of content you would want to see!
 - Offer value by providing tips and information in your comments/description
 - Make sure that you are using social media as a communication tool: respond to comments, ask questions
 - Spend time developing a COMMUNITY
 - INTEGRATE your different platforms: If you are successful on one social platform you should be able to use this to promote your other accounts
 - Be consistent - both with the frequency of your posts, and with their quality and their design. Have your own style. Be consistent with your branding.

Paid Advertising

- PPC allows you to choose the maximum amount you will pay per click
 - This in turn means you can calculate your CLV and your conversion rate, and use that information to determine a budget
 - This can nearly guarantee profit
- This includes PPC tools like Facebook Ads and Google AdWords
 - Think about intent and the kind of person that is likely to buy from you.
 - Targeting means showing your ads to the people who are able to buy your product and likely to be interested.
 - Another extremely useful form of paid advertising is video advertising
 - Good platforms: YouTube and Instagram

5 Types of Content To Try

- YouTube videos
- User-generated content
- Podcasting
- Infographics
- Courses

Create a Memorable Brand

- What do you make/sell/do?
- How do you do it differently? Know your "why"
- Why do you do it?
- Your brand is what helps you stand out amongst your competitors

THE TRAFFIC HANDBOOK

1. Content

1.1. The most important tool for gaining traffic (by far) is to create lots of content.

1.2. This content should be high quality. That means:

1.2.1. Have something unique and interesting to say

1.2.2. Be written by an expert in that niche

1.2.3. Be “packaged” well, with high quality images and a good site design

1.2.4. Be easy to read and well organized (short paragraphs, headers)

1.2.5. Be around 800 words long

1.3. You should create a content strategy

1.3.1. Think about the different types of content

1.3.1.1. Evergreen content has unique benefits as compared with news content – for example

1.3.1.2. Think about how interviews etc. can create more marketing opportunities

1.4. Promote every one of your pieces of content like you would a new product or service!

2. Social Media

2.1. Again, the key is to post often with high quality

2.2. Understand your buyer persona and your mission statement – communicate emotion through your posts

2.3. Share the kind of content you would want to see!

2.4. Offer value by providing tips and information in your comments/description

2.5. Make sure that you are using social media as a communication tool: respond to comments, ask questions

2.6. Spend time developing a COMMUNITY

2.7. INTEGRATE your different platforms. If you are successful on one social platform, you should be able to use this to promote your other accounts

2.8. Be consistent – both with the frequency of your posts, and with their quality and their design. Have your own style. Be consistent with your branding.

3. 5 Types of Content To Try

3.1. YouTube videos

3.2. User-generated content

3.3. Podcasting

3.4. Infographics

3.5. Courses

4. Create a Memorable Brand

4.1. Know your "why"

4.1.1. What do you make/sell/do?

4.1.2. How do you do it differently?

4.1.3. Why do you do it?

4.2. Your brand is what helps you stand out amongst your competitors

5. Paid Advertising

5.1. This includes PPC tools like Facebook Ads and Google AdWords

5.1.1. PPC allows you to choose the maximum amount you will pay per click

5.1.2. This in turn means you can calculate your CLV and your conversion rate, and use that information to determine a

budget

5.1.2.1. This can nearly guarantee profit

5.2. Think about intent and the kind of person that is likely to buy from you.

5.3. Targeting means showing your ads to the people who are able to buy your product and likely to be interested.

5.3.1. A targeted ad for a wedding dress should show to a woman who is engaged and lives locally to the wedding dress store

5.4. Another extremely useful form of paid advertising is video advertising

5.4.1. Good platforms: YouTube and Instagram

6. SEO

6.1. SEO essentially boils down to a few key things:

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6.1.2. Using keywords in your content

6.1.3. Optimizing your website

6.2. Building links helps Google to find and index your site. It also acts as a kind of testimonial – so Google will assume others like your content.

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6.2.2. And sources that Google knows and trusts – look for pages that Google frequently features in its news sections etc.

6.2.3. There are numerous ways to build links

6.2.3.1. Guest posting is the most popular – write free content for other creators in exchange for a link back to your site

6.2.3.1.1. To get influencers to respond, start with smaller targets. Build up until you reach the status that will get larger influencers to respond.

6.3. SEO content is content that is cautiously laced with keywords and phrases.

6.3.1. Research these using a tool like Google's keyword research tool or a paid alternative

6.3.2. Think about popularity but also competition: can you stand out in a crowded market with your content?

6.3.3. Think about intent. What is the reason someone searched for this phrase? Can you answer the question they have?

6.4. Optimization is crucial to ensure your page loads quickly and offers a good experience for your audience.

6.4.1. REMEMBER: Google is serving the user and NOT the publisher (you)

6.4.2. A good website should load quickly

6.4.3. Work well on a mobile device