



Powerful Ways to Drive Traffic to Your Website



**You Need More
Website Traffic**



But getting website traffic hasn't been as easy as you envisioned.

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

You need...

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



More traffic = more profits for you

Can you see how important website traffic is
for your business?

Your website could be a revenue generating machine.

How do you get more website traffic?

In this workshop, you'll discover 10 proven strategies for getting hundreds, if not thousands, of website visitors.

It's important to avoid jumping from strategy to strategy without giving much time to each one.

Rather, seek to master one strategy before you move on to the next.

Have a long-haul mentality in mind when thinking about getting traffic to your website.

Traffic Strategy #1: Create Amazing, Share-Worthy Content



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

See, here's the deal...

How are you going to stand out from the crowd?

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

Think about it this way...

Think quality over quantity when creating your 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?



If you create great content, the rest of your promotional tactics become that much easier.

So, focus first and foremost on creating amazing content for your audience.

**Traffic Strategy #2:
Share Your Content On Social Media**



Share your content multiple times across all your social media profiles.

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.



Also, consider sharing different types of formats of content on social media.

This means you should consider using video to promote the content you create on your website.

When using social media, don't be afraid to experiment with different content formats to see what works best on different platforms.

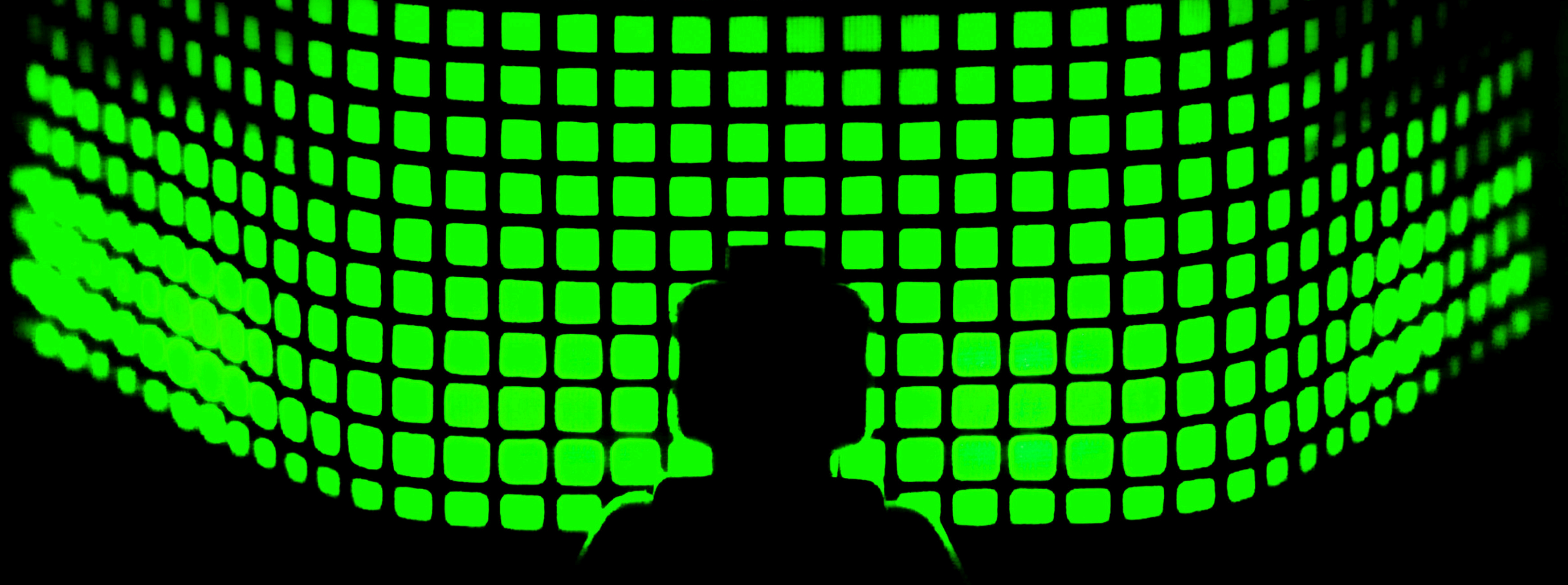
If you want to schedule social media posts in advance, there are numerous tools that enable you to do that...

Social media scheduling tools

- Buffer
- CoSchedule
- Hootsuite
- Meet Edgar



Breathe new life into old pieces of content by re-sharing them on social media.



Traffic Strategy #3: Build Your Email List

Start building an email list on your website as soon as possible (like, yesterday).

Probably the most effective way to build your list is by giving away something in exchange for your reader's email address.

For example you can give away:

- Whitepapers
- Ebooks
- Case studies
- Videos
- Email courses
- Templates
- Webinars
- Premium content
- A discount on a product or service
- Anything else that is valuable enough that people will be willing to give you their email address in exchange for it



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

When inviting people to sign up for your email list, give them a compelling reason to sign up.

Will they get...

- A free download?
- Weekly marketing tips?
- Access to an exclusive Facebook group?
- Access to a fitness video you created?



When you invite people to sign up for your list, give them as many reasons as possible why they should.

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

Email marketing software:

- ConvertKit
- Aweber
- ActiveCampaign
- Drip
- Campaign Monitor
- Constant Contact



Traffic Strategy #4: Guest Posting



Guest posting on someone else's website allows you to tap into their 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 contact the owners of related blogs and ask them.

One thing to keep in mind:

Be unique in your pitch.

In other words, you'll need to be able to offer unique value to the other person's audience.

What sets you apart?

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



If you do get the opportunity to guest post, be respectful of the owner of the website.

If a post is published, link to it across your various social media networks.



Traffic Strategy #5: Participate In Online Forums

It's important to know that forums and social media groups tend to be different from standard social media sites.

Members of these sites want you to add value directly to the group, not just through your website.

If you want to thrive in groups and forums...

- Answer questions.
- Contribute your own thoughts.
- Ask questions.
- Add deep value to the conversation.



Before you share any links to your own site,
participate in numerous conversations.



**Traffic Strategy #6:
Reference Others**

But this is easier said than done, right?

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

For example, let's say you're writing a lengthy guide to email marketing.

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

A secondary benefit of quoting influencers and authority figures in your pieces is that it adds expertise to your content.



**Traffic Strategy #7:
Collaborate With Other Content
Creators**

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.

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 and then promote it to your email list.



The key to collaboration is being able to bring value to the other person.

When you reach out to a person regarding a collaboration, make it crystal clear how you will add value to them.

If you only focus on yourself, there's little chance that they'll want to collaborate with you.

THINK
ABOUT
THINGS
DIFFERENTLY

**Traffic Strategy #8:
Advertise**

This is incredibly powerful. You get to tap into two of the biggest audiences in the entire world.

Also, 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...

With Facebook, you can target this precise audience.

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

Do you see how powerful that can be?

The advantages of advertising often outweigh the costs.

1, 2, 3...

LET'S GO!

**Traffic Strategy #9:
Comment On Blogs**

When commenting on blogs, you need to have the same mindset as when you comment in online forums.

You want to:

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



Remember, the blog owner can delete your comments at any point.

The blogs you comment on should all be related in some way to your industry.

It's true that this strategy is a bit of slow burn when it comes to building traction.

A vintage typewriter with a green ribbon and a white sheet of paper, set against a green background. The typewriter is a dark color, possibly black or dark brown, and features a prominent keyboard with white keys. The ribbon is a vibrant green, and the paper is a clean white. The background is a solid, slightly textured green. The text is overlaid on the left side of the typewriter.

Traffic Strategy #10: Create Various Forms Of Content

For example, in addition to creating blog posts on your website, also create videos, podcasts, webinars, infographics, and more.

One of the best ways to create a variety of formats of content is to use the “pillar strategy.”

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

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



Every individual piece of content should point back to your website.



Get More Website Traffic Today

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

Once you start implementing these tactics, you'll begin to see a steady increase in your traffic.

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

Thanks for being part of this workshop!

conversion  **CHEMISTRY**