

AUTHORITY

TRAFFIC



CHECKLIST

You've read the full guide and no doubt you now have a strong understanding of how top brands promote their sites and maintain a constant growth and traffic.

All that's left to do is to take those lessons and to put them into action. To ensure that they're right at your fingertips and to help you execute them in a logical manner, let's recap on each of those most important points in an accessible mind map.

Lay the Foundation

- Start by laying a good foundation by building a great quality blog with a high quality logo
- People won't come back to a site unless it is well made
- Write high quality content
- Be consistent
- Having a posting strategy for sharing content
 - Reddit
 - Google+
 - Social media
 - Forums
 - Guest posting

Facebook Ads Traffic

- Facebook ads are highly powerful as a form of PPC
- Set your maximum budget
- Calculate your CLV (customer lifetime value)
- Ensure that maximum bid is lower than CLV to guarantee profit in the long term
- Use targeting to show ads specifically to your demographic
- Use analytics to hone your ads
- Write your copy to grab attention but also filter your clicks

Remarketing

- Use Google AdWords' remarketing tool in order to reach people who came to your site previously
- Use this to get people to buy/subscribe who nearly did but didn't
- Use the copy to address concerns and allay fears
- There are other forms of remarketing:
 - Advertise to a mailing list using Facebook Ads
 - Use an autoresponder to message only visitors that have been on particular pages of your site

Viral Answers Method

- Sites like Quora and Yahoo Answers let you answer user questions
- These provide link juice
- And long term return traffic to your site
- Provide genuine value
- Answer questions that aren't relevant as well so you don't look spammy
- Choose questions that echo popular search terms

Google Image Traffic

- Images can be optimized just like written content
- Choose images that stand out and pop off the page
- Choose images that are ideally 16:9 in order to get maximum exposure (most images shared on Google Images are 16:9)
- Make sure you use the right alt tags to help with search
- Modify images to make them original, or better yet, use images that are original to begin with
- Make sure the surrounding text and tags are all well optimized

Social Sharing

- Write titles that will encourage social sharing
- Know your target persona and make sure that your content is well optimized for that specific audience
- Add social sharing buttons to your site
- Encourage discussion around your posts
- Create 'link bait'. This is content that facilitates discussion or that is a resource that people will share to help others

Thank You Pages

- Thank you pages should not be an afterthought
- Don't let these be dead ends where visitors lose interest
- Make sure your thank you pages include calls to action and reiterate the value of the product
- Consider doing a link swap with someone else in your niche and place ads on their thank you pages in return for the same
- Say thank you!

Segmenting traffic

- Building a targeted audience is only superseded by building a segmented audience
- That means organizing your audience into subcategories so that you know precisely who to message with which offer
- Measure engagement and retention and only try to sell to the audience most likely to buy
- Only send relevant messages to relevant subscribers
 - This prevents them being put off by lots of irrelevant messages
- Use an autoresponder to organize your recipients and to monitor their behaviour
- Ask for as much information as possible when users sign up
 - Consider using multiple email lists for each category

More Growth Hacks

- Influencer marketing is incredibly powerful
 - Build your way up for this to have the best chance of working
 - Mingle in person – go to networking events
- Find routes to market – direct access to the people most likely to be interested in your site
- Become an active member of online communities. This builds trust but also creates friends who can help you promote your products.
- Be consistent – growth takes time
 - Choose a niche you love!