

# AUTHORITY TRAFFIC



RESOURCE CHEAT SHEET

If you're trying to grow your website and gain more visitors and traffic, then there are a lot of different strategies you can use. The only problem is knowing which ones to pick and knowing how to implement them for the best effect.

Hopefully you will have read the full course by this point and in that case, you'll know just how to do that with a number of highly powerful strategies.

But if you want to keep learning and keep applying *more* strategies, then you should keep reading. Here are some more of the top resources to help you do just that...

## **Websites**

### **Moz Blog**

[www.moz.com](http://www.moz.com)

For all of the different growth hacks and smart strategies you can use to gain more traffic for your site, nothing beats good old-fashioned internet marketing. And when it comes to learning internet marketing, few sites are better suited to teaching you than Moz Blog. Here you'll get the latest news, lots of in-depth tutorials and tons more to help you grow your site. Most importantly, you'll learn the solid foundations of internet marketing, SEO and social media.

### **The Smart Passive Income Blog**

[www.smartpassiveincome.com](http://www.smartpassiveincome.com)

While Moz Blog is probably the biggest and best resource for learning the concrete basics of internet marketing, it can also feel a little dry and impersonal. Smart Passive Income on the other hand is a lot easier reading. This is a great site written by the ever-likeable Pat Flynn who shares all of his own techniques and his own experience. You can see a precise breakdown of how much he earns and where that money comes from and much more. It's a great resource and particularly because of the friendly and likeable tone.

## **Search Engine Journey**

[www.searchenginejournal.com](http://www.searchenginejournal.com)

If you want a site that is primarily focussed on SEO and search optimization techniques, the search engine journal is the one to look for. This is a great site for getting the latest SEO news and tips and can help you to ensure that you're using the latest and most relevant SEO techniques to promote your own content at all times.

## **Search Engine Land**

[www.searchengineland.com](http://www.searchengineland.com)

Another great site to look to if you want to learn about search engine optimization and the latest developments in that field is Search Engine Land. This site is filled with great tips and tips to help you make sure your site is optimized for search and likely to show at the very top of the SERPs according to Google's latest algorithms.

## **Entrepreneur**

[www.entrepreneur.com](http://www.entrepreneur.com)

Entrepreneur is not a site that is aimed specifically at growing your traffic and getting more people to your website but it is generally a site all about different forms of entrepreneurialism and different kinds of business. These days a vast majority of our entrepreneurial activities *are* online, so it should come as no surprise that a lot of the information on this site is highly relevant to growing a site and building traffic.

## **Small Biz Trends**

[www.smallbiztrends.com](http://www.smallbiztrends.com)

Another great general business site that has a ton of different internet marketing tips as well as more strategies and advice that can be applied to any kind of business and any kind of entrepreneurial endeavour. You're bound to find a ton of great information here and it's a good place to get news and information about the latest business trends, market news and useful techniques.

## **Matt Cutts Blog**

[www.mattcutts.com](http://www.mattcutts.com)

Matt Cutts is an employee at Google, meaning that he knows the Google search algorithms inside out and can help you to get the inside scoop on the best and most effective marketing and SEO techniques at any given time.

That's not all that's here, but this is one of *the* best places to get news on how to improve your SEO and how to move with the times.

## **Facebook Business Blog**

[www.facebook.com/business](http://www.facebook.com/business)

Facebook is an incredibly important tool for promoting your site, not only as a social media platform for social media marketing, but also as a place to do PPC marketing (pay per click). If you want to learn about the best practices and tips for Facebook marketing, then be sure to check out the official business part of the site for the latest news and tips.

## **Kissmetrics Blog**

[Blog.kissmetrics.com](http://Blog.kissmetrics.com)

One more excellent place to get information about internet marketing and marketing and business in general is Kissmetrics. This site takes a very technical look at analytics and the data side of marketing which is powerful stuff to understand. Definitely worth adding to your list of feeds!

## **Shoe Money**

[www.shoemoney.com](http://www.shoemoney.com)

Shoe Money is another personal blog that explains how to make money online and how to promote a website. It's filled with lots of different

# **Books**

## **The Emyth Revisited**

By: Michael E. Gerber

This book by Michael E. Gerber is a classic discussing why many people will never grow from wannapreneur to entrepreneur. It challenges some of the common misconceptions and mistakes made by businesses and while it doesn't specifically apply to online business, it can definitely help *any* kind of businesses and there are plenty of lessons here that you can apply.

## **The Four Hour Workweek**

By: Tim Ferriss

While we're on the subject of generally good business books, you should *definitely* read the *Four Hour Workweek* by Tim Ferriss. This is a fantastic book explaining lots of productivity hacks as they can be applied to business. It helps you to do more in less time, which is critical for the success of any online business, any website and any other kind of business in between!

## ***The Personal MBA***

By: Josh Kaufman

Finally, to complete your business masterclass is *The Personal MBA* by Josh Kaufman. Many of the topics in this book have been covered over these courses including the notion of the route to market. If you want more ideas like this that can be applied to generating traffic or any kind of business, then this book can't come recommended enough!

And there you have it: a whole lot of reading for you to get started with. There's a treasure trove of information here and no excuse not to accelerate your site's growth!