

The Traffic Handbook



CHECKLIST

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- **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!

- **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
- Share 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.

- **SEO**

- SEO essentially boils down to a few key things:
 - Building links
 - Using keywords in your content
 - Optimizing your website
- 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.
 - 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
 - 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.
- SEO content is content that is cautiously laced with keywords and phrases.
 - 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?
- Optimization is crucial to ensure your page loads quickly and offers a good experience for your audience.
 - **REMEMBER:** Google is serving the user and NOT the publisher (you)
 - A good website should load quickly
 - Work well on a mobile device

- **Paid advertising**

- This includes PPC tools like Facebook Ads and Google AdWords
 - 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
- 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.
 - A targeted ad for a wedding dress should show to a woman who is engaged and lives locally to the wedding dress store
- Another extremely useful form of paid advertising is video advertising
 - Good platforms: YouTube and Instagram

- Having a great brand is essential