

Learn Exactly Everything You Need
To Know About Driving High Quality
Visitors To Your Website

Inside

INTERNET TRAFFIC SCHOOL



STEP BY STEP GUIDE

"Traffic is the lifeblood of every online business, discover exactly how to drive targeted visitors to your website on demand"



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Introduction: Why Traffic is Your Most Valuable Resource



Chapter 1: Introduction: Why Traffic is Your Most Valuable Resource

If you are going to succeed as an online business – whether you run a blog, a website, or an ecommerce store – then you need to recognize the crucial, inherent value of traffic. It is no exaggeration to say that traffic is any online business' *most valuable resource* and is what will ultimately make or break its long term success.

If you make money from ad revenue, that means that advertisers are paying you to show their adverts to your visitors. You will only be able to strike up the very best sponsorship deals and banner ad deals if you can demonstrate that you have a large number of regular visitors coming to your site.

Alternatively, should you use a service like Google AdSense, you will get paid *per click* or *per impression*. That means you'll earn a few cents for every person that clicks on / views your adverts. That means you're going to need a LOT of your visitors to your site in order for that to have a cumulative effect and begin earning serious money!

Maybe you sell a product or a service? Again: the number of visitors you get to your website will directly correlate with the number of eyes on your offering. The more people come to your site – the more traffic you have – the more you will stand to earn. Of course, you still need to *convince* people to buy your product. You still need a *good* product to sell in the first place...

But if you don't have people coming to your site in order to *learn* about your product, then none of that even matters!

As Arnold Schwarzenegger once said: you could be giving away *free gold*, but if nobody knows you're giving it away... you still won't get any takers! (I'm paraphrasing.)

And of course this applies to affiliate marketing too: if you have an affiliate product that you need to sell, you first need to build/find an audience to sell it *to*.

(Even if you sell something else – like a Software as a Service model – then you're going to need traffic in order for people to discover and sign up to your services!)

For all these reasons, traffic should be the *number one priority* for most online businesses. This should be the *main point* on most meeting agendas. This should be the *single metric* you pay most attention to.

And yet that is seldom the case. Too often, we focus on everything *but* the traffic. We focus on trying to reduce overheads or to sell more profitable products. Maybe we worry about our website design/the content we are writing.

Or maybe we allow our content to be dictated by a few business partners that – of course – only have their own best interests at heart.

The danger in all these cases, is that you might end up missing the forest for the trees. Focussing too much on other factors that end up steering you in the wrong direction. The result is that your traffic either stagnates or starts to shrink. And as we've already established that traffic is the primary source of income for nearly EVERY online business. So what happens? All those *other* metrics start to shrink as well.

A Paradigm Shift in Your Approach to Traffic

This book is a wakeup call. This book is here to remind you of the crucial importance of traffic, and how to realign your strategies and goals in accordance with that. More importantly, this book is a blueprint to help you gain that much *more* traffic.

That means writing articles that are *designed to bring in more traffic*.

It means posting links in places that you know will *drive more traffic*.

It means designing an ad campaign that maximizes the amount and QUALITY of traffic coming to your page (for the smallest amount).

You'll discover the key factors that are preventing your site from growing right now. You'll learn what the biggest websites on the web are doing to grow their traffic, and you'll learn to emulate those strategies so that you can grow just as quickly and effectively.

Quality vs Quantity



Chapter 2: Quality vs Quantity

As much as the last chapter should have woken you up to the crucial importance of getting *lots* of traffic to your site, you shouldn't think for one moment that that is the whole story – it is not!

Even more important than the amount of traffic you get, is the quality of that traffic. And by quality, I mean *targeted* traffic.

What is targeted traffic?

Simply, targeted traffic is traffic that you actively chose based on metrics. Let's say that you have a wedding dress store that sells local dresses. What would targeted traffic mean for your business?

Simple: it would mean a largely female audience, from your local area, and engaged. It's better to have 20 visitors a day that fall into that category, than it is to have 1 *million* visitors from another country who are already married!

There's more to high quality traffic too. Just as important as the demographics, is the means through which you acquired that traffic, the impression you make on the visitors, and the way in which you market yourself subsequent to gaining that traffic.

The best type of traffic is actually *repeat* traffic: returning visitors. This is something that is missing from so many approaches to building traffic, but there are a number of crucial reasons that repeat traffic trumps everything else:

- Repeat visitors have experienced more “touches” – that means they have interacted with your brand more times, and should have higher engagement and trust. In other words, they're much more likely to buy!

- Repeat visitors are extremely targeted. You know they must be interested in what you're talking about/selling because otherwise they wouldn't have come back!
- Repeat visitors give you a constant supply of business. If those visitors are coming back to your site over and over again, this means recurring income and it means a more stable and resilient business.
- Repeat visitors are likely also examples of **direct traffic**. This means they're visiting your site by simply typing in your URL rather than going through Google or social media. While Google and social media are extremely valuable tools that you should definitely invest time in, they are also third parties. That means you're relying on those platforms remaining available in order for your business model to work. This puts you in a risky position!

There's one more factor to consider when thinking about quality traffic though, and this potentially stands in opposition to repeat traffic. That is: **user intent**.

Intent is a CRUCIAL word when it comes to SEO, conversion rates, marketing, and everything else. However, it's also a term that is only recently being given the importance it deserves, and it's a term that many people *still* don't fully understand.

What is intent? Why does it matter for your business?

Essentially, intent refers to the *reason* that the traffic is coming to your site. This impacts on your CLV (see next section) meaning that it impacts on conversion rates, AKA *sales*.

Because in order for someone to buy a product, they need to be the right person looking at the right product... but this also needs to happen *at the right time*.

Who is more likely to buy a hat? The person who searches for:

- Buy hats online

OR:

- How to repair old hat

The answer is of course the *first* person. Both people we know wear hats. But the *first* person is actively looking to buy a hat right now. Thus the intent matches our content/store and this becomes a person that we very much want to bring to our site if we are paying for advertising.

That said, the person who searched the latter term might still be a better long-term customer – which is because they are a big fan of hats and likely to buy *many more* in future. So both these types of traffic have their merits, but it's important to understand the difference.

But what you *definitely* want to avoid is that third kind of person: the person who searches “what to wear instead of a hat to keep your head warm.”

Here the topic is relevant, but the intent is *all* wrong.

Likewise, someone who searches for “free eBooks” probably isn't going to spend a whole lot of cash on your new ebook business.

How knowing your customer lifetime value can help you build a fool-proof business model

There are tons of different terms and metrics in business and while it's not crucial to know what all of them mean, understanding at least a few of these terms will help you to earn more profit in less time and make fewer mistakes along the way.

Of all those different terms and ideas, one of the single most important is something called ‘Customer Lifetime Value’ or ‘CLV’. If

you understand what this term really means, then you can build a business that will be *entirely* fool-proof and that will guarantee you a certain ROI. Don't believe me? Read on.

As we've seen, CLV stands for 'Customer Lifetime Value'. If we break this down, then we can work out what that term probably means: this is the value of a customer to us over their lifetime. This can also apply to *visitors* – units of traffic.

The way to start calculating this metric is to think about how much profit we get from each product or service we sell. This is the price we charge, minus the overheads of COGS (cost of goods sold). So if a customer buys a hat from us that cost \$20 to manufacture but which sells for \$100, then that customer was worth \$80 to us.

Only most customers will buy more than one product. Most customers will buy *lots* of products over their lifetime. And so now you also need to work out the value of the customer over their lifetime. If the average customer buys 4 things from you, then the average value of that customer is 4 x \$80 or \$320.

So, how does this guarantee we'll make profit?

Well, now we know how much we should pay for our customers! If you use an advertising method such as PPC (pay per click advertising) then you know how much you are paying for each visitor to your site (perhaps 10 cents). Now, if you know the conversion rate of your website – what percentage of visitors buy something – then you now know how much you are paying per customer.

If your conversion rate is 1%, then you get one sale for every \$10 you spend.

And seeing as the average CLV is \$320, you're now making \$310 profit for *every* \$10 you spend!

That's a flawless business model but only once you've managed to get your funnel to this point and only if you have the money you need to invest upfront to get the ball rolling.

What this also means, is that by fixing certain other metrics, you can increase the amount of profit you are making with no downsides. For example: by making your traffic *more* targeted.

How does this work? Essentially, if you have more of the *right* people coming to your website, that is going to improve your conversion rate. That acts as a force multiplier, meaning that all the other important metrics also increase in your favor.

What this also means, is that you can now drive *more* people into that funnel by increasing your traffic-acquisition strategies. Now you're going to have even more people going through the same process and being convinced to buy from you!

The **quality** of traffic increases the amount of sales you make per person. You then increase the **quantity** of traffic in order to drive even more sales and to ramp up the machinery you have in place.

SEO Basics - How to Use Google to Bring Targeted Visitors to Your Pages



Chapter 3: SEO Basics – How to Use Google to Bring Targeted Visitors to Your Pages

SEO stands for “search engine optimization.” This means designing your website and pages in such a way as to appear at the top of Google queries. So if you sell hats, you want your website to come up whenever someone searches for “buy hats online” or whenever they search for “the best hats summer 2020.”

(I don’t know... I don’t sell hats!)

This is very important for businesses that want to increase traffic, seeing as MOST of us now head to Google first when we are looking for a product, service, or informational website.

What’s more, is that SEO brings *targeted* visitors to your page. Because these are people who have searched for the thing that you are offering, meaning there is a higher-than-average chance that they are interested in buying from you.

So, how do you get started with SEO? What is the process? What terms do you need to understand? Read on for a quick and comprehensive guide to SEO basics that will benefit you no matter what your current level of experience.

The Foundations of SEO

SEO essentially boils down to “second guessing Google.” More specifically, the aim is to try and understand Google’s “algorithms.” An algorithm is of course a piece of code or math that is designed to produce a desired outcome by churning the information fed to it.

The algorithms that drive Google are designed to try and sift the way for information and then *match* that information to the user and the search term they used.

Google is not interested in giving you free promotion. It has no agenda. The only goal for Google is to help people find the information they are looking for in a high-quality manner. Why? Because if someone finds great information when they use Google, then they are likely to *come back* to Google and use it again!

All this is handled automatically – no human is responsible for searching through every website and deciding where it should “rank” (how high up it should go in the results) for any given search term. That’s where the algorithm comes in.

This means a few things:

- Your website needs to communicate to Google what it is about and that it is relevant
- Your website should be genuinely engaging/valuable/informative for the reader so that you are serving Google’s customers and your goals are aligned
- Your website needs to be discovered by Google in the first place!

While Google has updated and changed its algorithm countless times over the years, certain key points have remained fairly constant and still provide the backbone of SEO.

These are the “activities” that anyone should engage in if they want to promote their website:

Keyword Research

It’s important to know what people are searching for in relation to your products/information. Tools like Google’s Keyword Research Tool will allow you to get an idea of “search volume” for specific phrases around particular topics. You can then choose which of

those to target. Of course, you also need to consider competition: how many huge brands are *also* targeting those phrases? Likewise, it's important to remember to *target* traffic and to consider *intent*. All that is to say that the most searched-for term is not necessarily the most valuable to you, as it might bring the wrong kind of person to your site.

Article Writing

In order to “index the web” Google uses programs (called either bots or spiders) that will trawl websites and “read” their content. This is what Google will use to understand the topic of your site, and to make some assumptions regarding the quality.

You need to make sure you add lots of new content to your site, as this will create more *opportunities* for your site to be discovered. It also gives people a reason to come to your site, which we'll talk about more in the content marketing section!

Keyword “Stuffing”

Keyword stuffing means inserting your chosen keywords into the content of your articles AND some of the code of your website. Your aim is to repeat the search terms you're targeting so that Google is more likely to match your content to that search term. BUT you mustn't overdo this. Google doesn't want you to try and “play” the system, as that would mean low-quality websites could get to the top without delivering anything useful (as long as they used the keyword X number of times). This has been a genuine issue in the past, and it is something Google is keen to avoid.

Instead then, you should aim to:

- Use your keywords around once per paragraph (0.5-2% “keyword density”)
- To use synonyms and related phrases (this was once called “latent semantic indexing”)

- To consider places where keywords are given greater importance. That means:
 - Opening paragraph
 - Closing paragraph
 - 2 x headers
 - SEO title

You can also use keywords in alt tags and file names without risking driving visitors away.

The simple yard stick to use is asking: does this distract readers? Each piece of content is different (some naturally lend themselves to repetitious use of phrases, others don't), so aim to serve the reader first while keeping Google in mind.

Link Building

Links pointing at your website are important for two reasons. The first is that they tell Google your website is popular – it considers each of those links to be a testimony for the quality of your content. The second is that more links mean more opportunity for Google to find your website.

With all that said, Google DOESN'T want to see you buying links or using this as another way to try and “trick” their system. The best links are genuine, earned links, which you can gain through meaningful partnerships, or by creating content that people will actually want to see.

Also important is to consider the quality of the link. Google considers a link from Harvard or the BBC to be FAR more valuable than a link from a spammy blog. Sites that Google holds in high esteem are likely to be recognized institutions, or those that you sometimes see Google highlight in search results (as news pieces, for example). There is then a kind of “degrees of separation” effect going on. A link from a huge newsite that is regularly featured by Google would be

amazing. But failing that, getting a link from a site that *has* a link from that site will also be very valuable. That value is then diluted as you travel down the line.

You can find websites that will allow you to see the inbound links that any given site has. This will let you know who the big websites are that are likely to link to you, and even to try and “copy” the link profile of another big website.

If there’s a large competing website that has lots of links from a certain source, then consider contacting that source to see if you can get links from the same place!

Advanced SEO for 2020 and Beyond



Chapter 4: Advanced SEO for 2020 and Beyond

Good SEO means understanding what Google is looking for and making sure that your websites and your clients' websites meet those criteria. But *great* SEO means preempting what Google is going to look like in the future and where it is heading. This way, you can 'future proof' your SEO against changes to the algorithm, or Google's overall direction.

This is a lesson that SEOs have learned hard in the past. The original version of Google worked purely by looking at the number of links pointing at a website and by looking at the number of times the keywords were repeated in the text. If you wanted to get to the top of Google back then, all you had to do was to post hundreds of articles, each with keywords stuffed into it, and likewise buy lots of links, swap lots of links and upload your site to link directories.

But then Google did a U-turn. Suddenly, Google didn't want people gaming its system any more. Suddenly Google didn't want people creating poor quality content by 'keyword stuffing' any more.

And let's be honest: it was obvious this would happen. The current system meant that anyone could get to the top of Google with a low quality site, without caring at all about the user. Google would not want to support that, because it would ultimately result in Google losing traffic.

Anyway, Google made its updates: it introduced **Google Panda** and **Google Penguin** and suddenly, thousands-if-not-millions of sites were massively downgraded. Businesses closed their doors. Entrepreneurs had to get real jobs. It was chaos!

People ranted and raved at Google for not giving warning, for not telling people what it wanted.

But Google was doing what it always did: serving the *customer*.

And a few clever SEOs who saw this coming were ready. They had built sites using smarter strategies and their sites were aimed at the visitors more than simply being designed to serve Google.

That is what great SEO means now. SEO is in permaflux. The algorithms are never changing. In fact, the whole point of the now-fairly old 'Hummingbird algorithm', is that it allows Google to update its index constantly and in real-time.

So you need to do better. You need to get inside the mind of Google to create a future proof SEO and internet marketing plan...

Google is creating a tool that will bring up search results based on natural language queries and to do this, it is reliant on a number of things our end. For instance, it needs us to add 'semantic markup language' to our website. This is additional HTML that will show Google where specific elements are in our content. For instance, if you write a recipe for a nice meal, then your markup language will show Google where the ingredients are.

This is how Google is able to show us useful information right on the SERPs (search engine results pages) when we search for something. When we ask 'when did Abraham Lincoln die?', Google itself will tell us without us even having to click the link.

Does that steal traffic away from us? Yes, indeed. But unfortunately we don't have much say in the matter because if we don't offer this information, Google will use another site instead and we won't be involved at all.

Knowing that Google is going to be getting more and more AI like, it only makes sense to design a website in a manner that it AI-friendly. That means integrating rich snippets and markups. Search this term

for more information on how to do this, or consider using a WordPress plugin to handle it for you.

And seeing as Google is getting really darn good at machine learning (pattern recognition), it also follows that it is going to get better at computer vision: the ability to detect what is happening inside an image. For that reason then, it makes sense for we creators to add more images to our sites, seeing as Google will one day be able to assess those images and tell us what's in them – and use this information to better help rank our content.

Likewise, it seems pretty apparent that Google is interested in the hardware game and that Android and Google Assistant are top priorities. That tells us that it is also likely going to be making even more of a push for mobile. It already did this to some extent with its mobile friendliness update, but we can expect to see the trend continue further in this direction.

What's more, is that this will mean that keywords are likely to become less and less important. We already saw the role of keywords greatly diminish as Google moved more toward the use of synonyms and related terms – 'Latent Semantic Indexing' became the big buzz word. But now Google is going to be optimizing for natural language search. When you speak to an assistant, you don't say 'Buy hats online'. Instead, you say 'Hey Google, where can I buy hats online?'.

That means Google needs to process these terms into questions and then understand content well enough to serve up relevant results. That in turn means that you need to stop repeating key phrases and instead start to answer the kinds of questions that people really have, in a natural and comprehensive way. It means that you need to look for niches – for questions that aren't currently being answered by other sites, but that are being asked nonetheless.

Going Mobile

After all, Google is very keen for us to use its AMP initiative. AMP is ‘Accelerated Mobile Pages’, which is an open source initiative designed to encourage more site owners to create sites that will load in a flash for mobile users. This goes *beyond* mere mobile friendliness and essentially displays your entire website on a signal page with minimal chrome or navigational elements and with a huge focus on speed of loading. It is said that these pages load four times quicker than regular websites.

Google actually hosts these sites and again, there is some debate as to whether it is effective stealing your traffic... but you can still add your own ads and there is a lot of incentive to get involved. With AMP, your site will be featured in a slider at the top of the SERPs along with an image from your page. It will also have an ‘AMP’ logo next to it and in short, people will now be much more likely to see it and click it if they’re on mobile.

If your site uses WordPress – and it *absolutely* should – then you can implement this in a single click. And again... you should!

At the very least, you need to check that your site is mobile friendly using Google’s own checker tool. You need to check it for speed as well for a responsive design. That means it should change the size and position of elements depending on the size of the screen viewing it. And of course, it’s old news by now that you should no longer use hover-over elements and the like.

Google’s Rank Brain algorithm uses machine learning to look for natural language but it also looks for good UX in general. It’s increasingly important that you look after the user through the entire experience. Your site **NEEDS** to compete with the very best sites in your niche. It needs to look and feel professional, with a strong brand and a strong mission statement. And it needs to do all that while being technically sound and well optimized for Google to find the answers it’s looking for and present them *quickly*.

It's a tall order, but I think you're up to the challenge!

Preparing for the Googlepocalypse

So, part of the job of a good internet marketer is looking into the crystal ball and predicting possible futures.

That *also* means you need to have contingency plans for every scenario.

And one of the most important scenarios to be ready for is the demise of Google. Either that, or the possibility that Google might de-index you for *whatever* reason. You simply cannot afford to be 100% reliant on Google for your traffic.

So, what do you do?

The first and most important thing to do, is to write fantastic content, to post consistently and to have a unique and interesting thing to say every time you do. Have a strong brand, a strong mission statement and a clear target audience. We'll talk more about this in the coming chapters.

All these things will help you to build fans. And fans are the most reliable source of income possible for your site.

The reason for that is that fans will come to your site *directly* and not via Google. You want traffic from people who simply 'check in' on your site every now and then to see what you've uploaded lately. Most of us will have a few sites we do this with.

If you can create that kind of loyalty, then you can survive a Googlepocalypse. Not only that, but you can sell many more products because you have the trust of the audience and they see you as an authority.

Likewise, you should build your following on social media. Now, a lot of people just don't know how to use social media. The key is to

make sure that you are providing value. You'll do this very often by sharing links to interesting and useful pages and by sharing stories and news. You can also upload pictures though, or update your status with interesting points.

But the key point is to be very consistent and regular. Check out Facebook Page like IFL Science. They post *multiple times a day* in order to get their content seen by enough of their audience (only around 10% of your followers will see each of your posts). That ensures growth, because many of those followers will click 'like' or they will click 'share' or they will comment. This then encourages further growth.

The advantage IFL Science has here is that it has a full time team of writers churning out tons of content. The way you can at least *slightly* even the odds is to consider re-sharing your older content. Don't just ignore those old posts – they still have value and many of your followers won't have seen them!

Another tip is to build a mailing list. A mailing list is another direct form of communication between you and your audience and it is particularly personal and great for engagement. Add a form to your website using an autoresponder, and then send your emails out on a regular basis informing your visitors about what's next for your business.

Ask them to respond and then respond to what they say back! This is one of the best ways to keep a conversation going and to get them to engage with you and to become fans rather than simply subscribers.

You can use an incentive (such as a free ebook) to bring more people to your website, but be cautious about this – when you do that, you will risk creating a list full of people who just want a free book! Better yet is to make sure that the mailing list *itself* is the incentive. Talk about it in your posts – discuss how your VIPs got some advance

information. Talk about the great extra tip you'll be sharing in your next newsletter. Likewise, on your 'squeeze page' (a single page dedicated to encouraging people to sign up), talk about how your audience will be getting fantastic quality information completely for free, all beautifully formatted.

If you can do all these things, then you will gradually end your reliance on Google and create *multiple* income streams for your traffic. Diversifying in this way has all kinds of benefits because now you are much more resilient. And of course there's nothing to stop you from having multiple Facebook pages that all promote the same brand or the same website. If you have a web page about fitness, then you could have Facebook page on healthy eating, on weight lifting on running... and all of them could share links to your site.

Better yet, why not create multiple sites and multiple brands? This is the strategy that Richard Branson used to make sure that Virgin as a brand could never be felled in a single go.

This is great in the short term but it also means that if your SEO plans *should* fall by the wayside because of some unpredictable move from the search giant, you will still be able to survive. This is how you create a truly future-proof internet marketing strategy.

Content Marketing - Yes Content is (Still) King



Chapter 5: Content Marketing

– Yes Content is (Still) King

Content is crucial for multiple reasons then. Content is what Google uses to index and understand your site. Content is what *brings* people to your website and gives them a reason to stay there. And content is what will allow you to build loyal fans that stick with you.

We know this is the end goal because we've discussed:

- The value of repeat traffic over and above any other form of traffic

Another reason that great content and repeat traffic are important is that they have a snowball effect: also described as a pinwheel in business.

When you start up your blog and write your first blog post, you will find that you probably get about ten views. This is depressing. It might be tempting to give up!

(Don't worry: when your site does well, you will automatically get more viewers to that page. PLUS you can always *re-share* old content down the line.)

But the point is that of those ten people, three will come back. Now ten more people will discover your next post, and that means you have 13. Maybe one of those people will share your content to their Facebook page and you'll get 20?

Next time you get 30, which gets boosted to 40. Meanwhile, SEO starts working its magic (only if your content is great and keeps people on your page), and that means that you're going to have multiple "gateways" to your site where people are coming in.

Over time, your site builds up momentum until it becomes unstoppable. This is what is meant by the pinwheel.

Great content is not only fantastic because it gives people a way to discover your site, it should also keep people ON your site. It should build trust (so they are more likely to buy), and it should be sharable which means that the content will bring in *exponentially more* visitors.

How to Write a Stunning SEO Article That Readers AND Google Will Love

If you're setting out to write a stunning SEO article, then you may already have your wires somewhat crossed.

More specifically, setting out to write an 'SEO article' means you're probably setting out with entirely the wrong objective. Writing an SEO article suggests that you are writing for Google first and for the visitor second. It probably means you're going to try and lace your article with keyphrases and that you're going to come up with a 'clickbait' title for Facebook.

But if you read Google's guidelines carefully (and paid attention over the last few chapters), that's exactly what you're *not* meant to do. Google's advice is to write for the reader *first* and to forget about SEO entirely. Why? Because Google's aim is to try and show its users the very highest quality content possible that is highly relevant to the topics they're looking for. So if your content is high quality and focussed on a popular subject, then your goals will be *aligned* with Google's and that means any future algorithm updates will benefit you rather than hinder you.

So that's it? *Forget* SEO is the best advice when it comes to writing great SEO articles?

Not quite. For starters, Google's algorithm isn't perfect. That means your content needs to look good in the right way so that Google will appraise it as so. And it also means that you can still get ahead by using your keyphrase in the right way.

The Perfect Length

One thing that will help you to write the perfect SEO article is to make sure your article is the right length. Ideally, it should be about 1,400-1,800 words. This is what a lot of research shows to be Google's preferred length and it's long enough that you can deliver some *real* high quality content to your reader. Less than that and you'll be offering a truncated message rather than an in-depth overview of a subject matter. Google loves the latter and those types of articles perform *very* well.

How to Use Keywords

What's more, is that a 1,800 word article will allow you to include your keyphrase a few times without it looking obvious. If your article is 1,800 words, you can repeat your keyphrase five times and still be well under 1% density.

Another tip regarding your keywords is to write *around* the subject. Google isn't just looking for a keyword 'match' any more – it now understands what those words mean and it wants to see you using other related language in your posts. That makes LSI optimization (latent semantic indexing) and long-tail keywords more important than ever.

Write naturally around the subject, use a good vocabulary and you should find that this happens naturally.

The Human Factor

Finally, remember that Google doesn't care about you. All it cares about is your readers and whether it thinks they'll enjoy your content.

And more and more, Google is now using human signals to decide this. Of particular import is how long people spend on your page and whether they click on your internal links. Are they reading your content and engaging with it?

Make sure that you aren't driving your visitors away by keeping ads to a minimum, spacing out your content and using engaging language that will draw them in! The aim is to reduce your *bounce rates* which represent the number of people that leave your site almost immediately after visiting.

The most important to reduce this metric is to make sure your content is engaging and interesting. That means it should have an *emotional* hook. If it is informational, it should provide information in a direct and engaging manner to really bring people in. If the content is entertaining, then it needs to be new and shocking/hilarious.

The worst kind of content you can make is content with these types of titles:

- How to get six pack abs
- How to make money online
- How to attract women

Why? Because all these topics have been *done to death*. They attempt to speak to the biggest desires we all have, but they fall flat because they are generic. That's why the best content should be written by someone who is a genuine expert and passionate about the topic. And that's why YOU should have an extremely specific niche for your content. Don't try and compete with all the other sites in your niche – carve out your own little space by offering something new and truly exciting.

ALWAYS ask yourself: would *you* stop and click on that?

Pro Tip: That means that if you're going to hire a writer, you shouldn't hire someone based on their writing ability. MUCH MORE important is their familiarity and passion for the topic of your site!

Social Media as a Source of Big Traffic



Chapter 6: Social Media as a Source of Big Traffic

With amazing content, you can rely a *little less* on Google by having a loyal following of users coming straight to your website. But another strategy is to find other sources of traffic. One such source? Social media.

Promoting yourself on social media gives you a direct method to engage with your audience and to gain likes and shares. Better yet, your content can spread through the interconnected real-world social networks of your followers.

The best place to do this? Facebook. Here's how you get started.

Facebook Marketing Explained

Facebook remains the biggest and most popular social network on the web by far. We've all heard the incredibly popular statistics by now... Facebook has more users than the population of any country in the world. There are over 1.94 billion users on Facebook active each month.

In short, Facebook is an absolute no-brainer for marketers. This is one of *the* most effective places to find new clients, new fans and new customers. So, the questions is: how?

In this quick start guide, you will learn everything you need to know to get started with your own Facebook marketing campaign. You'll discover not only how to get started and set up a thriving Facebook page and ad campaign, but also how to ensure that you avoid the common mistakes and pitfalls that other marketers make and that you positively thrive as soon as you go live.

Creating a Winning Facebook Page

Before you can begin Facebook marketing, the first thing you need to do is to create a Facebook page. Your page is going to be the hub of all your activity on the platform and it will be where your fans and fans can stop by in order to learn more about you or to check out what you've posted recently.

Creating a Facebook page is easy. Setting one up is as easy as clicking 'Page' under the 'Create' heading on the left of the homefeed and then choosing whether this is a local business or place, band or public figure, a company, a cause, entertainment or brand or product.

For internet marketers, the 'brand' option might be the best choice, or 'entertainment'. For companies, you can choose local business, company or brand. Whatever the case though, ultimately the function of your page will be very similar.

You'll then need to add some details and a profile picture/cover photo. The profile image will display at 170 pixels square. Uploading an image in slightly higher resolution will result in a crisper looking final product, so the only real requirement here is that your image be square.

The cover photo will be 828x315. You can crop this image easily but if you want to create something that will fit perfect, those are the dimensions to work with.

Creating Engaging Content

The next thing you need to understand is how to create engaging content for your page and how to make sure that your fans are getting value in exchange for their loyalty.

Value on Facebook comes from entertainment, from information and from things like discounts and free giveaways. If you aren't offering one of these things through a post, then you are wasting your fans' time and there's a high chance they'll leave after not too long.

This might sound obvious, but it's actually one of the things that a lot of businesses struggle with most when trying to promote their pages. Instead of making posts that provide real value and entertainment, all they are interested in is self-promotion and selling their product.

This is an example of a typical Facebook post from a company that 'doesn't get it':

- Check out our site to learn why we're the top choice for your timeclock system!
- At [COMPANY NAME], we really care about customer service and a high quality product!

So, what's the problem with these examples? Simple: they offer nothing of use! Those posts aren't interesting, they aren't entertaining and they don't save the viewer money. This is essentially just hollow advertising that is now clogging up the newsfeed for many users and eventually, they're likely to get tired of that and unsubscribe.

And what do you think the chances of someone liking one of those posts is? Or sharing it? Slim to none! The only possibility is if they're *already* a fan, which presumably must be due to a prior interaction with that individual.

Ways to Create Engaging Content

So, how do you create engaging content that people will want to read, like and share?

The limitation here is largely the format. While you can write long posts on Facebook, research shows that **the optimal length is 40 characters** if you are looking for engagement. People do not come to Facebook to read and so anything beyond that is simply going to get glossed over.

And thus, you have a few other options: share other types of media such as videos and images, or post links to external content.

If you think about the most popular pages on Facebook, things like IFLScience, LadBible and BuzzFeed, this is exactly what they do. They provide humorous videos, engaging images and links to articles that sound really fascinating. The result is that they are offering value while keeping their wordcount below 40 characters.

But wait a minute! That's all very good and well for a website called IFLScience, but what if you're a company that's selling car insurance? You can't post videos of people falling out of boats, or articles about how the universe is really just a hologram... so how are you supposed to engage the viewer?

The answer is firstly to once again *know your target audience*. This means you should spend some time researching precisely the kind of person that uses your products or services and then try to think about the kinds of things *they* find interesting. You then link that in some way to whatever it is that your business offers and then you give yourself a purpose that is higher than simply selling your car insurance.

So, who is interested in car insurance? Pretty much all drivers but perhaps families would be especially interested in staying safe on the road and saving money. Thus, you can settle on a mission statement that is bigger than just yourself: your mission statement is to save families money and keep them safer on the roads!

Suddenly, you have an ideal topic to post about. You can post quick tips telling people how to drive a little safer or save a little money, you can share articles that are linked to money saving or safe driving and you can share videos of family outings in cars or post inspiring images.

And *now* you have given people a reason to follow you on social media! The same goes for any other industry.

Note that the best way to do all this is to create your *own* original content. This is how the aforementioned popular sites do it, but of course this represents a significant investment in terms of either time or money if you don't already have a blog.

Communication

Remember as well that social media is a first and foremost a tool for communication. This is a platform where friends can speak to one another and where brands can reach out to their audience.

In other words, if you want to take full advantage of the features of Facebook, then you need to *use it* as a communication tool as well. You can do that by running competitions, by asking your fans for their input and generally by aiming to make your communication a two-way street rather than just talking *at* the audience.

Instagram, Twitter, and Beyond

The same rules apply across social media: the aim is to make sure you are providing value by considering your target audience. Build a community by discussing topics that apply to a *specific* niche and by making sure that everything you create is high quality and high value.

Of course, some things will change as you try and market on different platforms. On Twitter, you have a smaller amount of words and less media to work with, which means you need to focus more on communication and on creating a personality around your brand. The best thing you can do, is to make people feel as though they *know you and your brand*.

On Instagram, the main medium is imagery. Here then, the goal is to try and sell the “lifestyle” that your brand reflects. That might mean people looking amazing in high quality clothes, living luxurious lifestyles. It might mean wholesome families enjoying time outdoors

together and eating a healthy diet. Or it might mean people lifting heavy weights in the gym.

Of course, hashtags also play a very important role on these platforms.

In each case, the focus should be quality content and building a long-term following.

The Missing Ingredients: Branding and Messaging

BRAND

TIME Z FUTURE
TARGET QUALITY
DATA
VISION
BUSINESS
STRATEGY
CUSTOMER
INDUSTRY
TARGET
VISION
ACTION
MOTIVATION
PLAN
CAREERS
KNOWLEDGE
PROMOTION
BRAND
SUCCESS
BUSINESS
CUSTOMER
ADVENTURE
SUPPORT
FUNCTIONAL
IDEA
TARGET
CAREERS
MANAGEMENT
PLAN
CREATIVITY
EDUCATION
STRATEGY
BRAND
PROCESS
JOBS



Chapter 7: The Missing Ingredients: Branding and Messaging

Google has stated that in recent versions of its algorithm, brands are valued more highly as compared to keywords. At first, this was met with some disappointment: would that mean that sites built by big companies would do extremely well, while those smaller businesses and entrepreneurs struggled?

Of course, this is not what Google meant! Instead, Google meant that it wanted to see websites create brands for themselves and NOT just try to target a single keyword (so no websites called getsixpackabs.com please!).

This makes sense when you consider what a brand really is: a commitment to an ideal. A specific goal. And a promise to your audience.

Here's how that all plays out.

Branding as it Relates to Facebook Marketing (And the Rest of Social Media)

This is one of the most crucial early decisions that you will make when beginning your Facebook marketing campaign. Your branding of course refers to your logo and cover image but it also applies to your page name and to the tone and quality throughout.

A brand is essentially a mark of quality and it should tell the visitor exactly what they can expect. This is important because it is what's going to make your page worth subscribing to.

Think about it, if it's vague what a Facebook page is all about or what kind of content it will be sharing, then you won't know whether it's something that you're likely to be interested in or not. As a result, you would be unlikely to follow it.

On the other hand though, if you visit a Facebook page and you see that they are all about a subject you love and that each post is consistently high quality and entertaining, then you'll know what you're getting and you'll be keen to subscribe.

This brings us to one of the most important tips you'll learn in this guide: don't try to appeal to everyone. If you try and get your site to appeal to everyone, then you will find that it doesn't *particularly* appeal to anyone. You need to know your audience and you need to consistently cater to them *specifically*. This is the only way you can create a page that is consistent and that is focussed.

Even better, is a brand that makes your page into less of a product or a business and more of a movement. This is why all the best big brands that you've heard of have 'mission statements'. These are statements of intent that tell the public what the company is all about, what it stands for and what it is trying to accomplish. If you can do all that through a brand, then people will be happy to follow you and identify with you.

Conversely, if all you ever do is post spam while trying to earn money, then no one is going to believe in your brand enough to become a true fan.

So, you need to communicate all this through the correct choice of logo, name and profile image. You can also try and convey it as far as possible through the basic description that you can add to your page.

Finally, you need to make sure that the use of your logos and your name is consistent across all other channels – other forms of social media, your website, your advertising and your products. This will

make your business appear more professional and it will help to increase brand awareness so that your fans can quickly and easily identify content or products from you.

Branding Your Website

The same thing applies to your website of course. You need to make sure that your site loudly communicates what it is about and who it is for. That means once more: identifying your target audience and making sure that *every aspect* of your website, your content, and even your marketing speaks to that audience and carries the message you want to convey. That means being consistent and most importantly, it means *having something to say*.

This is the difference – the secret sauce – that makes the most successful websites successful.

It's also why the hundreds of websites I work with on a regular basis never achieve their full potential.

Too many websites exist *simply to make money*. The creators of these sites will look at the market and will identify niches or products they think can make them money. Let's say that they are interested in fitness so they start selling fitness supplements as an affiliate and publishing content to their website.

They hire a writer to write generic fitness content. And because that writer doesn't know anything about fitness, they will have no option but to search for common terms (how to get abs) and then rewrite the content they find.

The sites are too small to compete with the HUGE players in this niche, like Bodybuilding.com. The Facebook page is too uninteresting for anyone who is really interested in fitness to follow. The same goes for the Instagram (which only posts stock images because the site owner isn't interested in fitness).

And the content is way too generic (and covered in ads) to be linkable.

Nobody is going to share this content. A lot of people will leave right away.

Now consider how a brand like real-world fitness site Nerd Fitness works. This is a site that's all about combining fitness tips with nerd culture. It is also inherently appealing to a very *specific* audience: people who love comics and want to get into shape! That's a small but very niche target audience.

And the guy writing it had a clear passion for BOTH topics.

So even when Nerd Fitness was a very small site, it was able to get a few visitors and have those visitors actually *sign up* to their Facebook page and mailing list. The conversion rate for the programs would be much higher, which would create more opportunities to run targeted ads.

The keyword research was also easier as they weren't going toe to toe with the likes of Bodybuilding.com.

The logo, the site design, the content, and the marketing... all of it stays ON BRAND and ON MESSAGE.

THIS is the key to building traffic. This is the single most important decision you will make.

So follow your passion, build a brand, and know your audience.

The User Experience



Chapter 8: The User Experience

Something that goes overlooked all-too-often, is the importance of creating a great user experience. That doesn't just mean providing great content, it also means creating a great *website*.

That means a website that is quick to load, that looks great on mobile (remember, this is the future of Google), and that is easy to navigate.

If your website looks outdated, if it is slow to load, or if it is unsecure, then it is going to put visitors off of using your site.

What's more, is that Google will see these metrics and it will avoid recommended your site as often. That's why Google now has a number of tools and methods to test the quality of a website UX.

Google PageSpeed Insights is an extremely important site that will let you enter your URL and then get a score based on how quickly your site loads. If this is very slow, then it's going to be extremely detrimental to your ranking. The good news is that the site also provides a number of actionable and bespoke tips that you can use to speed up your pages.

Some common tips include:

- Switch to a faster server to improve server response time.
That's right: invest in your business!
- Remove unnecessary plugins and widgets – less is DEFINITELY more
- Compress your images
- Update your version of PHP

Some more, general tips for creating a responsive site that people trust and enjoy spending time on:

- Use WordPress. There is simply no reason not to, as this is the most popular content management system/site building on the web (powering ¼ of websites) and is also completely free and easy to use.
- Get an SSL certificate. If you want people to buy through your website, then you don't want Google to tell them that your site "is not secure." Once you've done this, you'll have a HTTPS:// by your URL, which improves confidence and massively boosts conversion rates.
- Pay for a WordPress theme. This is another very important investment. You'll be able to install this easily (and it's much cheaper than hiring someone to build something bespoke), but you'll also find it is more unique and better-made than all the free options.

You also need to ensure your site is mobile friendly. This means it should load well on mobile, adapt to different screen sizes, and not feature old-fashioned features like "mouseovers" (you can't detect someone "hovering" their finger over a button!). Again, Google comes to the rescue with their **Mobile-Friendly Test** website. The easiest way to implement a responsive website design with touch-friendly buttons? Use a ready-made, premium WordPress theme!

Growth Hacks That Really Work



Chapter 9: Growth Hacks That Really Work

Once you have all this in place, all that's left is to start finding ways to drive MORE and MORE traffic. Some of the best methods to do this fall into a category called:

Influencer Marketing

Influencer marketing is one of the very best ways to grow your site quickly. The idea is simple: you approach a big website, social media account, or similar, and ask them to give you a “shoutout” or to promote one another. This works in all forms of social media, and on the web at large.

The mistake people make? Trying to contact the biggest websites on the net – who have nothing to gain from linking to you and plenty to lose! Not to mention having inboxes filled with *thousands* of emails every day.

Your strategy then should be to approach a blogger or website that has the *same* number of visitors as you (approximately). Once you've agreed to promote one another, you can then gain some of their visitors, giving you slightly more clout to approach the *next* influencer.

Find a USP – Be Really Niche

Here's the good news: in order to be a MASSIVE success, you have two options. One option is to do something the best. Unfortunately, that usually means you need money. The other option though is to do something *unique*. This way, you can stand out just as much and generate just as much attention.

In fact, if you're different enough, then you won't even *need* to market yourself. Consider the case of the Vibram 'Five Finger Shoes'. These are shoes with 'toes' which are alleged to be better for running and climbing. Whether or not that's true is not the point. The point is that the shoes are so strange looking that they market *themselves*. Wear them in public and people will ask you questions about them, which is free advertising for Vibram.

Meanwhile, these shoes perfectly target an existing market that is currently not being catered to – barefoot enthusiasts.

This is a 'USP' – a 'Unique Selling Point'. That's something entirely unique to your business that can help you to stand out and to be the more appealing proposition even compared with more established competition.

So, have a think about what your USP could be. This might mean putting a spin on an existing idea, coming up with something entirely new or catering to a specific section of your target market.

Post to Multiple Social Media Sites Automatically

If you want to maximize the benefits you get from your social media activities, then it's a good idea to cross post to multiple sites. For example, you can make each of your Twitter posts also appear as Facebook posts and vice versa. If you manage a lot of pages, then this will make your life a lot easier. Try using Instagram for this too.

Now if you post to Twitter, Facebook and Instagram once each, that will be three new posts for your Facebook page. You can also make likes on YouTube automatically share on Twitter and Facebook and how about setting up your WordPress so that all new blog posts automatically get shared too? You can do all this with a tool like **IFTTT**.

Re-Share Evergreen Content

One more tip to help you get more views, likes and shares on Facebook? Re-promote your evergreen content.

In other words, if you have a fitness site that has years' worth of content on it, then there is no reason you can't go back through the archives from time to time and share old posts again. For the most part, your followers won't even notice this is old content – remember that only 6% of them saw it the first time! That means that you can use this as a great way to get some clicks!

Use Social Plugins

Speaking of WordPress, make sure to use social plugins that will allow people to quickly and easily visit your Facebook page. You should have buttons right on your homepage that will take your visitors to your Facebook page or even use a plugin so that they can like your page right from your righthand column. This way, your fans on Facebook can be cross-pollinated with your readers and vice versa. Each new visitor to your blog who becomes a fan might like your page and each new like can bring more people back to the site!

Conclusions: Knowing Your Goal



Chapter 10: Conclusions:

Knowing Your Goal

And there you have it! Those are the most important strategies and tips to understand if you want to build traffic and grow your site and business. Of course, there are many more strategies available and we haven't even touched on options like email marketing, or running PPC ads. We simply ran out of time and space!

But that's not the point of this book. The main point of this book was to teach you how to develop a site that has the potential to build MASSIVE traffic and then to take action growing it.

The MOST important point to remember through all this, is that the quality of traffic matters just as much – and that real traffic only comes to a website that is built well.

The Quality Check

One of the most important “checks” you can run for your site, is to ask yourself if you would genuinely read the content you post. We spoke about this earlier, and that is really the difference between generic content and content that really understands the target audience. The best target audience? People *just like you*.

But there is another CRUCIAL way to check that you're on the right path, and that's to ask if your site can genuinely compete with the very best in your broader niche.

You should have carved out your own USP and your own demographic. I hope I made that clear.

But in your broader niche, you will still have competing sites. So, for example, we might say that Nerd Fitness competes with sites like Art

of Manliness – both being sites that include fitness advice but relate to more specific areas of lifestyle and health.

So when Nerd Fitness was starting out, the owner might have asked themselves whether their site looked as good as Art of Manliness, and whether it had the same quality of content.

Do the same. Look for sites in your niche that you aspire to be like and ask if your site is as good. If there is ANY COMPONENT that is not, then you need to invest the cash to change that. That means making sure your logo looks just as good and crisp, and hiring someone to redesign it if not. It means making sure your content is as engaging.

This is the difference between the serious players and those that never grow. Think about the sites *you* read on a daily basis. THOSE are the ones that are earning the serious money.

If nothing else, remember that the big websites *won't want to link to you* if your site looks *in any way* amateurish!

Action Points

With that main idea in place, the rest boils down to the simple activities we listed in this book, alongside the more specific “growth hacks” that you can do on top.

Those are:

- Research your keywords
- Make sure to post regular content to your website
- Share with social media
- Provide *value*
- Build links (look at competitor backlinks, consider the notion of “degrees of separation”)
- Ensure your site is fast, fluid, and well designed
- Write unique content that stands out
- Use influencer marketing
- Use social sharing buttons

- Re-share your old content

If you keep doing these things and maintain a focus on delivering *unique*, high-quality content... then the rest is just extra. This is the foundational strategy you should be using to grow traffic to your site. Now go forth and build that traffic!