

Inside

INTERNET TRAFFIC SCHOOL



CHECKLIST

Internet Traffic School – Checklist

☐ Introduction

- ☐ Traffic is your most valuable resource.
- ☐ Traffic should be your number 1 priority
- ☐ Stop focusing on other things that won't get results
- ☐ Use this blueprint on how to get traffic the right way
- ☐ Focus on quality traffic

☐ Quality vs Quantity

- ☐ Quality traffic trumps traffic quantity
- ☐ You don't just want any traffic
- ☐ You need targeted traffic
- ☐ Repeat visitors are some of the most targeted types of traffic
- ☐ The intent of your traffic is also very important
- ☐ Knowing your CLV will help you build a foolproof profitable business

☐ SEO Basics

- ☐ SEO means ranking your page higher in the search engines
- ☐ Google is by far the biggest search engine
- ☐ Remember always please google and make sure you use SEO principles
- ☐ But always remember, to make sure your audience are getting value
- ☐ At the end of the day it's humans who will consume your content
- ☐ Research the right keywords to target
- ☐ Write articles and use SEO principles
- ☐ Make sure your target keyword is in your article – but don't overdo it
- ☐ Create high quality backlinks – never buy links

☐ Advanced SEO

- ☐ Google has updates which can wipe all your traffic
- ☐ Diversify your traffic
- ☐ Focus on serving your audience first and google second
- ☐ Make sure your website is futureproof – make sure it's mobile responsive
- ☐ Build your own list from traffic to your sites

☐ Content Marketing

- ☐ Content is still king
- ☐ Google and the web use content to index your site and get you traffic
- ☐ Always write great content that provides value to your audience
- ☐ Make sure you SEO your article
- ☐ Try to write articles that are 1400-1800 words
- ☐ Include your keyword in your article
- ☐ Write for humans! Not google robots

☐ Social Media

- ☐ A great way to diversify your traffic and not to solely rely on google is social media

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- ☐ Facebook is one of the biggest social media platforms on the planet – get on it!
- ☐ Create your social media profile
- ☐ Create engaging content
- ☐ Communicate with your audience
- ☐ Don't always try and promote an offer or links to other sites
- ☐ Put your website link in your bio
- ☐ Use it as a social media tool, and not a promotion tool and indirectly you will get traffic to your sites, products and services
- ☐ Expand to other social platforms
- ☐ Instagram
- ☐ Linked In
- ☐ Tik Tok
- ☐ YouTube
- ☐ Twitter

- ☐ **Branding and Messaging**
 - ☐ Have a good brand
 - ☐ Get a high-quality logo made
 - ☐ Use your branding everywhere
 - ☐ Build you brand over time
 - ☐ Don't try and appeal to everyone
 - ☐ Find your unique selling point and focus on that
 - ☐ Passion in your chosen niche is important and reflects your brand

- ☐ **User Experience**
 - ☐ Make sure your website provides a good user experience
 - ☐ Should be easy to navigate and use
 - ☐ Simple and effective
 - ☐ Mobile friendly
 - ☐ Fast loading times – this affects SEO too
 - ☐ Secure with an SSL certificate

- ☐ **Growth Hacks**
 - ☐ Use common growth hacks to boost your traffic and business
 - ☐ Find influencers in your niche (Don't target the number 1 in your industry)
 - ☐ Target influencers who are smaller who have decent size audience and get in contact to set up a deal, shoutout, paid shoutout, product review etc.
 - ☐ Make sure you have a good USP – why should people come to you rather than anyone else?
 - ☐ Post on multiple social media platforms – be everywhere
 - ☐ Use tools to post on multiple social platforms automatically
 - ☐ Use social plugins on your website for easy sharing capability

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☐ Conclusion Action Points

- ☐ 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