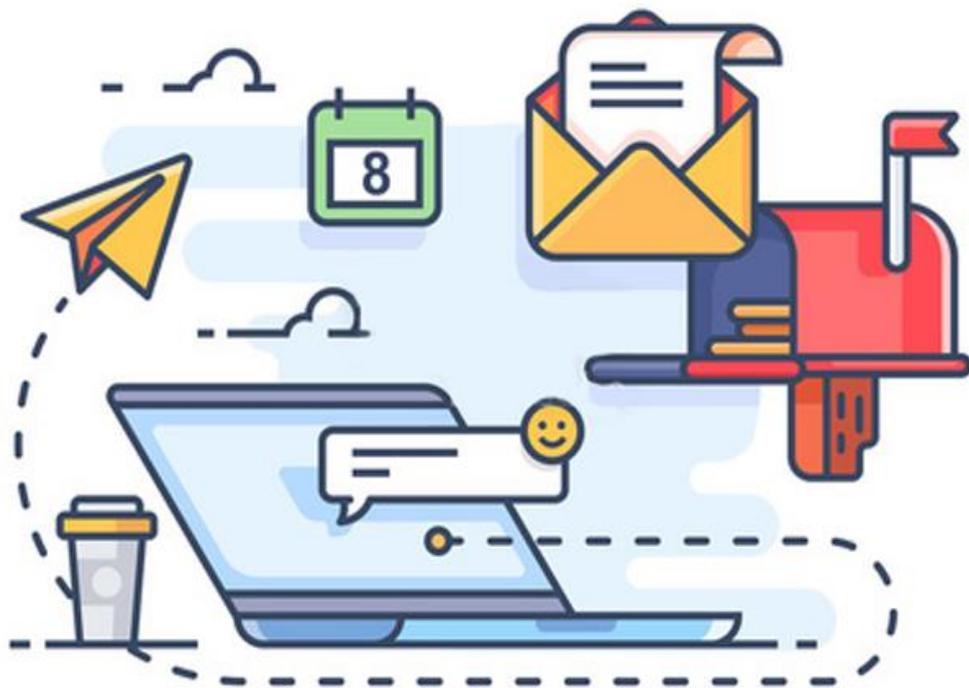


# AUTHORITY

# TRAFFIC



A COMPLETE 8-PART STEP-BY-STEP  
WEBSITE TRAFFIC CRASH COURSE

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# Lay the Foundation

Develop a Solid Traffic Strategy That Works Best With Your Niche

Over the course of these reports, we're going to be examining some of the most powerful and effective growth hacks known to the industry.

These are simple strategies that have been shown on countless occasions to accelerate the growth trajectory of any site: to help it gain more visitors, to earn more money and to increase its reach much more quickly than it would do by using purely conventional means.

There are plenty of these growth hacks around as we will see and many of them can be *highly* successful.

But growth hacks still don't make successful businesses. Neither will growth hacks work *at all* if there is not a solid foundation already in place.

It is a mistake to approach any endeavor – especially in business – thinking that you can 'hack' it and get success overnight. Websites don't explode with millions of visitors in a day. Instead, most successful websites are the result of consistent effort over many, many months and even years.

All the biggest sites in the world started where you are now. The difference between those and the ones that have fallen by the wayside is that they put in consistent effort, provided consistent value and didn't give up when things didn't happen for them right away.

Growth hacks provide little spurts of extra traffic and they help to speed things along. But the *foundation* of your success is what is most important. Don't focus on getting traffic quickly. Focus on getting traffic *slowly*.

## The Single Most Important Factor: A Great Website

Let's start with the *single* most important factor: having a great website.

There is no way around this. If you want to grow your traffic and grow your success, then you absolutely need to have a great website that people want to visit.

That's the only way that they're going to visit more than once and it's the only way they'll want to help you by sharing your site.

So, what makes a great website? The first thing is that you need to offer value. That means they need to get something in return for visiting your site: probably either entertainment or information.

That means you can't 'half ass it'. That means that you can't rest on your laurels and think it's fine to just churn out low-quality garbage and expect people to come flooding to your site.

Now, that might sound very obvious but it's something often overlooked. You might be surprised by just how many people will create a website where they share fitness advice without actually knowing anything about fitness.

And you'd be surprised how many care absolutely *not at all* about the quality of the content on the site or how the people reading it feel.

These are the people that hire writers for the lowest possible fee. These writers often come from overseas and often know nothing about the subject they're writing about.

Or they churn out the content themselves by simply copying the successful posts they see on the other sites and by just filling out all the 'standard posts' they think that every site in that niche needs.

If it's a site about fitness, that might mean they make a few posts about working out each body part and be done with it.

Then they're surprised that their traffic never grows.

But the reason is obvious: they're not offering anything worthwhile or different from the other sites in that niche. They're not giving their visitors a reason to come back and they're not giving their visitors a reason to share the content with others.

In short, they don't care about the posts they're making and this comes across in the quality of their content.

You need to not only care but also make this clear. And on top of that, you also need to show in other ways that your site is *exciting*. You need to show that it has a purpose, a target audience etc.

That means coming up with a logo and a strong brand. It means giving that brand a tagline and creating a website that ties this all together.

Now you have a website that has value written all over it and that should appeal to a specific target audience. If you can promote this in the right way, you'll be surprised at just what an impact it can make to your success.

People follow, read and share sites that offer something new, that give them something to care about and that have been built with real passion and effort.

## Optimization

Having a great site in place is going to help you to attract visitors and keep them there. Updating it regularly and filling it with *high quality* content will also keep them reading and help to turn them into fans that have a genuine enthusiasm for your brand.

But just because value and quality trumps marketing, that doesn't mean that you can get away without any marketing at all!

This is not a case of 'build it and they will come'. In fact, you could be handing out free gold and you would still fail if no one *knew* about the offer!

So, if you want to be successful, it is highly important that you know how to promote yourself and you know how to make sure the right people find your content.

What's also important then, is that you optimize your site and your individual pages in order to ensure that they can be found easily.

This is of course going to mean that you need to consider search engine optimization.

SEO is the process of making a site 'search engine friendly' and we do that by trying to understand what Google wants to see from a website and then ticking those boxes like a check list.

So, for instance:

- Google wants sites to be fast (speed optimized)
- Google wants sites to be mobile friendly
- Google deigns that we should not have more than two ads above the fold
- Google wants you to use logical file names for your pages, your images etc.
- Google wants you to use meta tags in order to add useful descriptions to your pages
- Google wants you to use header and title tags in order to organize and structure your pages

One of the best ways to ensure that your site is optimized for Google is to use WordPress. WordPress is a free website building tool or 'CRM' that is used by the vast majority of the biggest websites on the net.

It is incredibly powerful, has huge community support and has been proven to be successful by countless other websites that have used it highly effectively.

You also need to optimize your site and pages in other ways. Meta descriptions will help your content when it gets shared on social media as well for instance, while adding 'social sharing buttons' can encourage people to share your content in the first place.

Finally, the content itself will often benefit from some optimization. Now, make sure that you don't get this twisted: your priority is *always* to ensure that your visitors enjoy the content.

You must *never* write 'for Google' as the expression goes but instead always focus on creating engaging, entertaining, useful and valuable information.

But with that said, if you want to encourage a little more exposure from search, then you should look for the things that people are searching for and then you should subtly lace your search terms into the content. These are called 'keywords' and you can find out what keywords are in the most demand by using a 'keyword research tool'.

The key here is to look for things that are popular but that aren't so highly sought after that there's too much competition. Find a popular search term that doesn't have many useful links yet and then create something using that term a few times throughout the text (especially in the H1 and Title tags) along with permutations and synonyms of that phrase.

You can also look at adding a mailing list to your site, which is going to give you a useful way to attract new visitors to your site and you can look at other useful tools like popups. Finally, think about the optimization you can do for the *visitor*.

Your aim is to keep visitors on your pages as long as possible, so try to avoid putting them off with blocks of dense text. Break things up with lots of paragraphs and headers and make sure your opening line is a doozie that grabs their attention right away!

Along with on-page optimization, you should also think about the things you can do 'off page' in order to encourage more people to visit your site and to help yourself get discovered by search engines.

Both Google and real visitors appreciate content that is a little longer too and that includes links out to other useful resources. Around 800-1800 words is considered optimal.

Think hard about your subject matters and make sure they're things that people will want to read and that they will want to share with others. The title and the images around the page are also highly important for boosting this engagement.

Often this amounts to building links. Links are good because they provide your visitors with a direct way to navigate to your site and because they help Google's 'spiders' to find your site too.

At the same time, Google will always view links as referrals. The assumption is that if another site is willing to link to yours, then you *must* have something worthwhile to offer.

The more links you get from the more high-quality referrals, the more your site will grow and will climb the ranks of Google!

A lot of your optimization and marketing will amount to link building and posting your link. This includes on social media.

## Your Sharing Checklist

That's a lot to consider and it can all be a little overwhelming – especially when we add in all the growth hacks that we're going to be looking at over the course of these additional reports.

However, this needn't be overly complex. Often the answer is just to focus on a few things you need to do for each post and a few marketing activities you can engage in regularly.

This can then act like a checklist and if you make sure to go through the checklist regularly, you should find you are able to enjoy steady growth.

For example:

- Aim: to post two new 800-1000 word posts per week
- Each time:
  - Research keyword tools to find things that are relevant, that interest you and that you have relevant things to say about
  - Research the topic
  - Reach out to existing posts on the subject and ask if they would like to exchange links
  - Make sure to provide more information than all the competition combined
  - Include links to other sites
  - Break it up with headers and paragraphs
  - Make sure that the content includes the keywords with 0.5-1% density and includes synonyms
  - Add attractive, optimized images
  - Make sure the page is optimized with the right meta tags etc.
- Marketing:
  - Share through your social media channels
  - Promote once a week to your email list
  - Reach out to write a guest post promoting the post
  - Share the post on Quora if relevant
  - Share the post on Google+ in a relevant community
  - Share the post on Reddit

If you do this every single time, then you'll find that you enjoy steady growth as people discover your content through Google, social media and platforms like Reddit.

They will then share and spread the content because it is good and useful, while the added inbound links will build the authority of your site.

You simply keep repeating these strategies and then use the growth hacks and acceleration methods described in the upcoming reports.

# Facebook Ads Traffic

## How to Get Cheap Traffic Using Facebook Ads

Facebook advertising is one of the best kept secrets in internet marketing. It's not a secret as such... after all, most of us have heard of Facebook at this point and we've probably seen the ads all over it!

But keeping in mind that this is a platform with a whopping 2 billion monthly users, you would probably be surprised to learn that a lot of people don't actually *use* Facebook ads as part of their strategy.

You might also be surprised at just how powerful Facebook ads can be when it comes to growing your site on a limited budget.

And Facebook ads really *are* powerful. In fact, they're probably a fair bit more powerful than Google AdWords and potentially *any* similar method of building traffic. And yet when you think about PPC, almost always the mind will turn first to Google AdWords.

In this report then, we're going to break down Facebook Ads and look at why they are so powerful when it comes to getting more traffic to your site. Moreover, we'll see how you can get the very most from them in order to grow your own channel.

## The Basics

Let's start with the basics. What is it about Facebook ads that makes them so powerful? How do they work? And how are they similar and different to AdWords?

Well, like AdWords, Facebook ads are 'PPC'. That stands for 'Pay Per Click' and it means that you pay out each time someone clicks on one of the adverts. You can choose precisely how much you want to pay for each click by setting what is known as the maximum CPC – the Cost Per Click.

Facebook ads, again like AdWords, work on a 'bid' system. When there is a relevant space on a page for your ad to go, you will be entered into an automated bidding war. You start by bidding the lowest amount possible and only if there are other relevant ads will your CPC go up.

As with bidding on eBay, your CPC will then go up to whatever the lowest price is that will beat the next highest bid. So, if your maximum is set to \$2 but the next highest bid is 50cent, then you will only pay 51cent.

Also like AdWords, is the fact that Facebook Ads are targeted. That means you can choose precisely the kind of person you want to see your adverts and precisely the kind of person you want to reach with your message.

On Google AdWords, you target by listing your ad on a specific search term. You bid to appear at the top of the SERPs as a 'sponsored result'. So, for instance, you might appear at the top of the SERPs for 'Best Restaurants in Santa Monica' and that way, you are paying for that term only. Chances are that people who search for that phrase are planning to eat out and they are in Santa Monica!

This means that you are paying to be seen *only* by people who might be potential customers.

On Facebook, you have even more control over your ads. That's because you get to target based on hobbies, interests, job description, gender, age, marital status and more. In other words, you are targeting based on information the users have provided to Facebook.

This allows you to very specifically target a particular person. If someone has a particular hobby or interest for instance, then you can sell products to them based on that.

So, for instance, that means you can sell a fist and shin pads to martial artists, or promote your parkour website only to people who have shown an interest in parkour.

## The Combined Power of Facebook Ad Features

All this opens up a LOT of powerful potential when you consider how you can use Facebook ads to their fullest by combining these features.

Being able to control your CPC may not be something that is unique to Facebook but it is still highly powerful and especially when combined with that advanced targeting.

Setting the maximum bid means that you can potentially get a lot of visitors to your site without paying very much. But moreover, you can also control the maximum amount you're willing to spend for each visitor. This is good news, especially if you know your 'CLV' or 'Customer Lifetime Value'.

The CLV tells you precisely how much a customer is worth to you. Let's say that your customers typically buy three things from you. If you know this and you know that each of your products gets you a profit of \$20,

then you know that each customer is *on average* worth around \$60 to you.

Some might buy more expensive products. Some might buy fewer products. Some might sign up to your mailing list and buy nothing (in this case we are calling any kind of lead a 'customer'). But on average, you are getting \$60 from each customer.

Therefore, as long as you know you are spending less than \$60 on each customer, then you know that you are making a profit from your paid advertising.

Of course, it's not quite so easy in practice. The reality is that a lot of people who click on your ads aren't going to buy from you or sign up to your mailing list. Clicking on an ad does not make someone a lead.

This is where it becomes useful to start considering your conversion rate. Conversion rates tell you how many of the people who land on your site, sign up to your mailing list or buy from you.

We're interested in signing up to the mailing list, because that gives us concrete numbers we can work with. So, let's say you have a conversion rate of 2%. That means that 2% of all your visitors become subscribers.

That means that we can now afford to pay 2% of our CLV for each visitor. That means that each click on our links is worth \$1.2 to us to break even.

If you make \$1.2 your maximum budget, then you know that over the lifetime of your business – assuming nothing major changes (like a shift in the market), you will never lose money. But when a slot becomes available for less than \$1.2, you will actually start to *make* money.

Now you want to start making this even more profitable, you can begin to look at the other elements. And this is where Facebook's targeting comes in.

The very best way to improve the conversion rate from your clicks? That's to make sure that the people clicking already have an interest in your products.

Let's say you sell wedding dresses, or you have a wedding blog. If you show your ads only to women who earn a certain amount and are *engaged*, then you have narrowed down the people who will click to *only* people who are interested in buying from you.

It becomes much more likely that you're now going to get conversions up to 20% or higher, meaning that you can pay much more for your ads and drive more traffic *or* just enjoy a much larger profit margin each time someone clicks through.

Both these strategies have just led to a lot more visits for your site and a lot more growth and cash simply as a result of leveraging the powerful tools that Facebook Ads makes available to you.

## **CPA**

Google AdWords does have some additional tricks up its sleeve that make it more powerful in some ways. For instance, there's goal tracking and remarketing. Then there are the 'negative keywords'.

So, what does Facebook have up its sleeves? The answer is 'CPA'. CPA is 'Cost Per Action' and this means that you're no longer paying for each click, but rather for each action.

An action can mean liking your Facebook page, it can mean watching a video you uploaded or it can mean redeeming a special offer you are providing.

Redeeming a special offer means that you are only going to pay out if someone actually buys from you. That means you can only *ever* make profit on your clicks and there's no chance of paying for purchases that don't amount to anything.

Paying for likes meanwhile, means that you're *only* paying for likes. If you can work out the CLV of your Facebook likes (which is likely a lot lower) then you can make sure once more that you only ever make profit. This is a powerful strategy because you'll now have the option to reach out to that audience again at any point completely for free.

There are limitations here of course – keep in mind that only a certain percentage of your Facebook followers will see each post you make. But if you make lots and they're highly sharable then this is a strategy that can result in exponential traffic gains for your Facebook Ads spend. This is a VERY powerful way to grow your traffic.

## Creating Powerful Facebook Ads

There are a few things to consider when creating Facebook ads if you want to get maximum benefit.

Of course, you need to write your ad titles and the text underneath well if you want to maximize your chances of people clicking on those ads. A good headline should grab attention and it should make sure that people stop what they're doing and take notice.

But your objective is *not* to ensure that everyone who sees your ads ends up clicking on them. While that might sound like a good idea, the reality is that you actually want to use your ad copy in order to further target your audience – so that even within the correct demographic, you are filtering out visitors that won't ultimately become life-long fans or direct customers.

To do this, you can try starting your titles with a rhetorical question that will qualify the audience. This might mean that you ask a question that will identify whether they are the correct audience for what you're offering.

For instance:

“Are you looking for ways to lose weight?”

Or:

“Do you love insane, 80s action?”

Not only does this work because questions are naturally engaging and good at grabbing our attention, but it also helps the user to know whether or not they should continue reading.

If the answer is ‘yes’, they read on. If the answer is ‘no’, then they can get on with their lives.

Note that even when they don't click, you will have benefited somewhat from the fact that they saw your ad. They're the right demographic thanks to that targeting, so maybe at a later date they will think to buy from you!

You can then go one step further in your text, in order to make sure that only serious customers click. For instance, why not include the price? That instantly means that you're not going to waste your money paying for visitors that never would have been interested in spending money.

Only people who *might* potentially be convinced to buy an ebook will now click. See how we're really narrowing this down and massively decreasing the likelihood of you losing money?

But that's when you also add the little hook. *Always* include the value proposition – the promise or the emotional drive that will make people excited for your product. That's how you ensure that the people who get through those first two qualifying statements will actually then click through to buy!

And one last thing: consider the niche that you go into heavily. This is one of THE biggest factors determining your success with Facebook ads.

If your topic is in demand but is suitably niche – so that you're not going up against companies with billions of dollars to spend – then you stand a much better chance of success.

So in many ways, the most important factor in determining your success is something that you decide even before you sign up to Facebook ads...

# Retarget Marketing

How to Retarget Past Visitors and Bring Them Back to Your Site

Retargeting is a powerful tool at the disposal of any marketer and it's something that can be highly effective at turning your one-time visitors into fans and into paying customers.

In this post, we're going to break down retargeting and precisely what it is. At the same time though, we're also going to look at some unique ideas and strategies and we're going to look at some best practices and tips.

This is going to turn a powerful strategy into an *obscenely* successful one for you and it will transform your success.

So keep reading and take notes!

## What is Retargeting

Retarget marketing, better known as remarketing, is a highly impactful strategy that you can layer on top of your traditional PPC campaigns.

For those who don't know, PPC is Pay Per Click. This is advertising that costs the advertiser each time a visitor clicks on their ads. This is a very powerful strategy in itself because it allows the advertiser to define precisely how much they're willing to pay for each click – which of course will equate to visitors.

If you work out your CLV (Customer Lifetime Value), then you have an idea of how much each visitor to your site is worth to you on average (combined with your conversion rate). If you then set the budget for your clicks to be lower than this number, then you can grow your traffic and guarantee a profit.

The two most well-known PPC tools are Google AdWords and Facebook Ads. Both of these work in similar ways, though AdWords appear on SERPs (Search Engine Results Pages) where the advertiser sets the search term.

Facebook Ads meanwhile appear on the Facebook home feed but are shown only to visitors that meet criteria based on their demographics, hobbies, interests, location etc.

Google AdWords shook things up a bit though when it introduced the concept of remarketing.

Remarketing means that you show ads to people who have previously been to your site. This works using cookies.

A cookie is a small file that a website can save on your computer through your browser. When a person visits your site, the file will be added to their browser and this will then be available for sites to identify them until they 'clear their cookies'.

Google AdWords uses this method in order to allow for remarketing. So, when someone visits a page on your website, a cookie gets stored on their computer. Then, when they visit Google, Google recognizes them and shows them your ad.

## Why You Should Care About Remarketing

Now you might be wondering why you should care about remarketing. Some people even think that remarketing seems counterintuitive at first. Why would you want to show your ads to someone who has already *been* to your site? Surely these are the people who *don't need them*?

The answer is that remarketing allows you to reach out to the 'one that got away'.

Think about it. When someone has spent time on your web page and been on the checkout page for a specific item, chances are that they were at least *somewhat* interested in buying it. They probably ended up backing out of committing because they were worried about money, because they got interrupted, or because they decided to sleep on it.

They go away and they 'think about it'. But they forget about it. And they never come back.

But THEN they one day see that ad appear on their search and they remember that they were interested in this product. Suddenly their interest is piqued once again and they consider coming back to the site, checking it out again and perhaps clicking 'buy'.

This probably happens much more than you think about it. And there are many reasons for this.

Firstly, did you know that most of the purchases we make are based on emotion rather than logic? We normally buy things because we desire them. Because we can imagine them feeling nice in our hands. Because we want other people to be jealous. Because we feel like we 'deserve a treat'. All these things are emotional factors that influence us.

But if we were to stop and think logically about these things, often we would actually come to the conclusion that we don't need them at all. Do you NEED a new computer? Isn't yours working just fine? Wouldn't it be better to wait until it dies or until you have a windfall of some sort?

Thus it is the job of any good sales pitch to build up that emotional side. They get us dreaming of products and what they can do for our lives. They get us to imagine holding them and owning them and they try to dismiss our fears about what might happen if we spend the money.

This is why most sales pages include a form of pressure. They want us to buy quickly and they certainly *don't* want us to go away and think about it. If you go away and think about it, chances are that you're not buying. Because when we act impulsively, *that's* when we let our emotions rule.

Want to stop spending money? Just put your wallet in a safe and only tell your partner the code. The effort of asking them and admitting you're buying something else will stop you from making impulse purchases!

If someone leaves, you've lost. *Unless* that is, you can tempt them back.

Better yet, imagine you tempt them back at a time when they're feeling a little tired and a little vulnerable. Once again, they feel like they deserve a treat. Their resolve is a little lower than usual. They don't quite have the will power to say no.

And it looks *so good*.

THAT is the power of remarketing.

## Other Ways to Remarket

While Google AdWords is the platform that is most associated with remarketing, there are actually other ways that you can use this same strategy through different means and channels.

For example, using an autoresponder, it is also possible to send emails out only to members of a list that have visited your pages before. In this case, you can then once again suggest to someone that lost interest and left that they come back and check out the product again.

And speaking of mailing lists, Facebook has a tool that allows you to show ads only to people *on* your mailing list. This strategy works a little differently. In this case, you're not reminding people who have previously been to your product pages to reconsider.

Instead, you are showing people that are fans of your brand and that like your content that they can get more content from you or more products from you by clicking buy.

Both are slightly different takes on the same strategy and both can work well.

Of course, you can also find other ways to remarket yourself. With a little coding skill you can make it so that the products people looked at previously on your site are the *first ones* that show up when they visit again.

## Remarketing Ideas and Ways to Make More From It

Remarketing is not a strategy in itself so much as a tool that you can use in a variety of ways. The success of remarketing then is ultimately likely to come down to the way that you choose to utilize it.

Let's take a look at some ideas and tips that can help you to get more powerful use from remarketing then.

### **Reconsider Your Copy**

When writing your ad copy for remarketing, it's important that you take a different approach to the one you would usually use.

That is to say that you might normally use remarketing as a way to increase brand awareness and to tell your audience all about how great your product is.

But think about it: if people have already visited your site and been tempted to buy from you, then they don't need convincing about that. Instead, what they need is just that *little push* that will take them over the edge and convert them from near misses, to buyers.

To do this, you can focus on dealing with the likely protestations. When people go to buy from you, chances are that they will have a number of concerns.

These are likely pertaining to risk, to the money that they have to spend etc.

Your job now then is to focus on those things and to talk your audience around. You can do this by telling them about your 100% money back guarantee.

You can do it by reminding them that 9/10 customers *love* your product. Or you can do it by pointing out how buying your product is in many ways an *investment* for them!

Whatever you do, approach your copy and your title differently here than you would previously hve been used to doing.

### **Offer a Discount**

One of the very best ways to get people to reconsider buying is to give them a good reason to that they didn't have before. And perhaps the most obvious way to do that is by offering a discount that wasn't previously available.

You can reduce the cost of your product for instance or you can throw in an extra bonus for a limited time only.

Whatever the case, offering a discount is a great way to make people not only reconsider their decision but also to act on emotion and urgency rather than being logical and considered – which is probably what prevented them from buying last time!

Imagine that you looked at something and really wanted it but you talked yourself out of it. Then, days later, you get an email telling you that there's a discount on that will save you 10% and it's only valid for 1 day.

What do you do?

## Promote a *Different* Product

Here's something that people often don't consider: offering a slightly different product.

For example, if someone looked at a shirt on your site and they really thought about buying it but didn't, then you can always show them a *different* shirt that might cater to their tastes better.

You know this person came close to buying and perhaps the product just wasn't *quite* right. So if you have something else similar, you can probably get them to change their mind and click 'buy'.

Often the best 'different' product to promote is one that's very similar but slightly cheaper. This works because there will be a comparison made between the two products.

And in that way, you're able to use a strategy that is known as 'contrast'.

In sales, contrast means putting two slightly different items next to each other and inviting comparison.

By doing this, you draw attention to the differences. The more expensive item now becomes much more premium. This is the 'best' product and the one that the buyer should really want.

Meanwhile, the cheap option because better value for money.

Better yet, a cheaper version of the same product allows a potential buyer to sidestep the guilt that can come from making a big purchase. They can say to themselves 'at least I chose the cheap version'.

That way, they feel as though they've done something good, instead of something bad!

## **Offer to Buyers**

Remarketing is not just useful for those that got away. It's also very useful for those that *did* buy from you. Someone who has bought from you is actually more likely than *anyone else* to buy from you again.

This is someone who has demonstrated an interest in what you do and what you sell *and* a willingness to spend money.

If their details have already been saved as an account on your site then even better: that removes yet another barrier to entry.

As you can see then, there are lots of different ways you can use remarketing as a powerful tool to build your audience and gain more profit. So give it a try!

# Viral Answers Method

Get Tons of Visitors by Simply Answering Their Questions

A 'growth hack' is a strategy that you can use in order to accelerate the growth of a website, a blog or another form of business. Often, this means a way to generate more traffic quickly and then to trigger continued, accelerating growth over the coming weeks and months.

There are many growth hacks out there but they are not all made equal. Some work very well all the time, some hardly ever work and some never work.

Well, here's one that works *a lot*. And it's one that works *well* with very little downside.

I'm not going to tease you any more. What's this magic trick? Simple: answer people's questions on sites like Quora and Yahoo Answers.

## The Basics

As you are likely aware, Quora and Yahoo Answers are sites where members of the public can ask questions and then anyone can answer those questions.

For instance, you might ask someone how to solve a coding problem, you might ask someone something about history, you might ask someone something about your workouts... the list goes on.

Most of these questions will be people who have problems they want help with. Others will be questions that are intended as a little fun.

A few examples of things on Quora right at the moment include:

“What is your favorite album to listen to in its entirety with a good pair of headphones?”

“Is C++ becoming outdated in 2017?”

“Can you find a person’s location with a text message to their phone?”

“Is building a real Ironman suit possible?”

Each of these has a lot of different answers. Some of these answers include images and some include links. The answers can be upvoted or downvoted.

So your job as a marketer is simply to answer these kinds of questions and in doing so, to include a link back to your website in a way that is genuine, subtle and helpful.

For instance, one person asked recently whether they should learn Unity or Unreal for game development (these are game engines – tools that can be used to create videogames). One user gave a helpful answer and then followed up with this statement:

“I found a useful post on this topic, probably, you might find some detailed comparison between Unity and Unreal there: [Unity vs Unreal, How to Pick The Right Game Engine – LiveEdu.tv](#)”

Grammar aside, you can see that this link is not invasive or in your face, but that it subtly encourages the reader to go and check out the link. What’s important to recognize here is that the member *answered* the

question first. That way, they aren't just spamming, but also providing genuinely useful information as well.

Yahoo Questions works in a very similar way.

## Why it is So Useful

So, what makes Quora so powerful as a way to get traffic to your site?

Well, the most obvious advantage is that this is a completely free and very easy way to gain backlinks. Anyone can sign up and start sharing answers. You don't need to pay and you don't need to try and negotiate a guest post exchange. You just log in, post your answers and you're away!

Another great advantage is that this is something that is relatively quick and easy for anyone to handle. What you might not realize is just how much quicker it is to write an answer to a question, versus writing something from scratch.

Answering questions provide us with context and often the words flow off the tongue (or fingers!) a lot more easily.

Those links are then permanent. That means you're going to get *long term* traffic. I still get a fair amount of traffic from a single post I wrote in 2013. That's a lot of value for not much work!

Better yet, is that pages on Quora will often rank quite highly in Google. One of the big reasons for this is the 'question and answer' nature of Quora. As you know already, Google looks for keywords in text. These are words or phrases that people are likely to search for.

Well guess what?

A lot of people word their searches as questions. People literally 'ask Google' a host of things like how they can lighten their skin, why people get jealous, why the sky is blue, what that mole on their stomach is.

A website can try to rank for these search terms, but it's very difficult to include keywords phrased as questions in a way that feels natural and doesn't draw attention to itself. Perhaps you've seen in the past people write things like:

"So, you want to know how do I build muscle?"

That's exactly what they're trying to do!

But Quora doesn't have to try and therefore, it ranks well for a *lot* of questions.

And if you have a link on a Quora question that ranks at the top of Google, then that's not far from actually having your own link at the top of Google. Someone searches for 'how to build muscle quickly', they see the Quora answer at the top, they click it, and then they follow the link through to your page.

This way, you're getting a lot of traffic from Google and benefiting from the authority of Quora, all without having to rank your own site. It's *significantly* easier as a solution!

Another big benefit of Quora is that it allows you to get a feel for what is one the mind of the community. People will tend to search for different things depending on the Zeitgeist. I wrote this around the time that *Sonic Mania* was released and as such, that's what a lot of the questions are

about. A lot of other questions are also about Donald Trump and North Korea, which have been in the news lately.

This is a great way to keep your finger on the pulse and not only that, but also to make sure that you are seen to be riding the crest of that wave!

### **Less Direct Benefits**

Finally, there are less direct benefits to having your link on Quora. That is to say, ways that you will benefit that aren't based on people clicking links and actually visiting your site.

For instance, when people see your posts, they might not always click on the links. But even if they don't click the link, that doesn't mean there isn't value in them having *seen* your name and *seen* your link.

If they know that going to 'workout tutorials.com' is a great way to learn more about training, then they might consider typing that URL in the next time they want to learn about that subject.

Another less 'direct' benefit, is that posting on Quora can provide you with a way to build your reputation and your standing in the community.

You can build yourself up to be seen as an authority and that can do a great deal of good when it then comes to getting people to notice what you've created.

We'll come to this more in a moment...

## How to Use Quora Well

So, with that in mind, how do you use sites like Quora to the very best of their potential?

The first key, is to pick and choose your questions carefully. That means you should pick questions that you think are likely to get a lot of attention and that are directly relevant to the niche of your post. In other words, choose things that you know people want to know about and that people are currently searching for.

Another tip is to make sure – as we touched on briefly already – that you are *definitely* providing value. If you simply post a link to your site, or write an answer that doesn't really help, then this can actually result in your post being downvoted or even removed. Not only that, but when people see your brand, they're now going to associate it with cheap spam.

Similarly, only post links to your own content if it *genuinely* helps people and is directly relevant to the content. In other words, if someone asks about HIIT, don't answer and then post a link to 'AllWorkouts.com', telling them it's a great place to learn about working out.

Instead, post an answer and then link them to an article that explains HIIT in more depth. This could mean that you have to write a post on that subject specifically: this is no bad thing! In fact, if you use the questions on Quora to suggest future topics, this is a pretty great way to come up with ideas that you can be confident there is an audience for!

Another tip is to write the right kind of posts for your own site then, thinking about ways to help people. This is the perfect way to approach

any niche and so you would do well to check Quora regularly particularly to check the subject matter that most interests you.

One of the best types of post you can create for this purpose (and actually one of the best types in general) is the 'resource post'. A resource post is a post that is intended to act as a kind of 'one-stop shop' for a given subject matter and that you think can provide all the detailed information and ideas that the audience wants to know on that topic.

For instance, you could create:

"The Ultimate Comprehensive Guide to HIIT: Workouts, Science, Variations and the Best Diet and Supplements to Go With It"

Something like this you can link to regularly and if you are seen to be doing so – and if it really is a 7,000 word *ultimate* guide - then you may find that others are keen to link in too.

## Reddit

Quora and Yahoo Answers are sites that are designed to be used for questions and answers and you'll find there are plenty more out there that do the same thing.

But keep in mind that all of this advice can hold true for practically any online community. Nearly any forum, comments section or social site like Reddit will have people asking questions where you can post answers.

And Reddit is a *perfect* tool for building more traffic. Not only is Reddit used by a huge number of people but it also has all the same benefits as other options on this list thanks to the fact that people ask questions on

specific subject matters and those questions can then rank in Google like any other web page.

Better yet, Reddit is a very active and thriving community and it is a perfect place to meet other like minded people and to discuss with them the subject matters you're interested in.

And here's where I want to touch on becoming an authority again. Because if you're part of an active community and people learn to recognize your name, then you can build your influence even without having your own page or your own site.

And when you do that, it only takes for you to post something that you recommend and people will click on it because they have come to trust what you say and what you recommend.

In the best case scenario, these people won't just trust what you say and think of you as an authority – they can also come to like you, to feel obligated to you for helping you, and even come to think of you as a kind of friend. They may never have met you, but they've joked with you, shared tips and more.

And if you gain that kind of status before you recommend a site or a YouTube channel, you'll be amazed at the impact this can have. People will want to help you succeed. They'll share your content, they'll shout your name from the rooftops and they'll turn a blind eye to your mistakes.

This is what makes all the difference. It's about providing value and it's about using these communities to become an active member and *not* just seeing them as a place to promote your wares!

# Google Image Traffic

## How to Drive More Traffic Using Google Image Search

When it comes to promoting a website and gaining more visitors and traffic, a lot of marketers have tunnel vision. That is to say that they seem fixated with just one or maybe a few different methods to promote their site and they lose sight of any other options.

In particular, a lot of marketers and site owners will get absolutely fixated on SEO. Not only that, but they'll be fixated on a specific *type* of SEO and to the expense of all other options.

SEO is Search Engine Optimization. This is actually a broad term that refers to any activity that can help any aspect of your website to do well on any search engine. It is *not* just a limited set of tools for taking a blog post or web page to the top of Google – which is the way a lot of people treat it.

Tunnel vision is a dangerous affliction when it comes to internet marketing, because it means you might miss out on some of the more lucrative alternative strategies out there. Making money online is all about going where the fish are jumping but no one is casting their nets. And if you follow the same tired advice as everyone else, then you're going to miss out.

So let's take a look at how you can break out of that niche and get some traffic with a *different* form of SEO: Google Image Optimization.

## What is Google Optimization And Why Should I Care?

As you might hopefully have guessed already, Google Image Optimization means optimization for your images. Your aim here is to appear in Google Image searches, so that people see your images and hopefully click through to go to your website.

Now there *was* a time when this was common practice among site owners and SEOs and considered one of the primary and recommended ways to get traffic.

Today though, it is often overlooked. There are a few reasons for this but one of the most concerning is that clicking on a Google image no longer takes you directly to the corresponding website. Instead, it opens the image up in a small window and lets the user download it or move onto the next one. If they *do* click it, they can open the image *on its own* in a new browser window.

Either way, they've had no need to look at your site at this point!

Another issue with Google Image search is that Google doesn't show any preference to original images. That is to say that someone can just steal your image and then *supplant you* at the top of the image search. It's all starting to sound a little fruitless then...

### **But Wait! Google Image Search Is Worth Your Time... *I Promise***

But before you shake your head and move on, consider a few different factors first.

- Firstly: there is a lot of merit in someone just *seeing* your image. This can help with brand awareness and especially if it is an image of a product that someone might want.
- People might still click through to your site – especially if they think that the image is great and it might be indicative of a good website, or if they want to learn more *about* the image
- Having your image embedded in other sites seems to be good for your SEO
- Google might one day change their policies, in which case being number one could earn you tons of traffic overnight!

In other words then, the benefits might not be quite as clear and obvious as they are for 'traditional' SEO, but that's not to say they don't exist!

And with that, you might now be wondering how you can go about optimizing...

## Optimization Factors for Images

As with regular old SEO, no one knows the precise magic formula that Google uses in order to choose which images it shows. But that's not going to stop us! There is an awful lot we *do* know after all and even more that we can infer.

These are some of the factors that we know are important:

### **Text and SEO Factors**

**Surrounding Text:** This is probably the most important aspect of Google Image optimization: the text that surrounds the image. So, if the image is hosted on a page that is all about dog grooming and that uses optimization for that key phrase, then chances are that searching 'dog grooming' might bring up that image.

All the usual rules apply here then. You need to do your keyword research first of all to make sure that people are actually searching for the term and then you need to do a little more research of your own in order to see what the competition is like. The ideal scenario is to find a subject that has a lot of searches, but not much in terms of good images.

Then you need to write a post around that subject matter and you need to subtly include the keyword where possible: *without* going overboard and 'stuffing' to the point that your content becomes unreadable.

Remember to also use LSI (Latent Semantic Indexing). Make sure that you include synonymous and write 'around' the subject while considering natural permutations of your chosen words. There are times and times on this subject, so I won't bore you any further here. Do the research.

As well as the content itself, you also need to think about the page URL, as well as the page title and any headers. Consider for a moment how this can impact certain types of image: image galleries for example don't tend to do all that well because they don't have much text surrounding them.

**Alt Tag:** The alt tag is the 'alternative' text. That means it's the text that shows when the image doesn't load and acts as a place holder. This is important because its job in that scenario is to inform the viewer what should have been there. Therefore, it *should* be a relatively accurate description of the image, or text that tackles the same subject matter.

Either way, using the right alt-tag can help you to get more views for your site but only to a small degree. It's good practice to always fill this in and if you can use the keyword a little, that's extra credit!

**The File Name:** One of the most important elements of all is the file name – and there is literally nothing stopping you from using an exact keyword here. That's especially useful if it is reflected in the URL of the web page and if it is used subtly in the text. All the signs are starting to add up!

**The Ranking of the URL:** Consider the success of your site as it stands and any other factors like domain age and authority. If you have a site that is performing very well and one that isn't getting much love, then the image will of course perform best on the more popular and authoritative site.

## Image Factors

As well as regular SEO strategies impacting on your image, you also need to think about the image itself.

### Dimensions

If you browse through Google Images right now on any given term, you'll likely notice that there aren't many unusual dimensions among the results. Google and the rest of the web generally favour 16x9, but 4x3 square images also do well and you can sometimes get away with portrait photos.

Don't let this limit you though. If you have a stylistic idea for an image and you want a thin banner along the top for instance, then embrace the creativity and take the hit. SEO should come second to creating a great experience for your visitors.

That said, if your image is currently a random dimension, it won't *hurt* to make it 16:9.

## Originality

I mentioned earlier that Google doesn't necessarily prefer original images. That's good news for anyone who uses images from stock sites.

But the bad news is that Google doesn't tend to show the same images over and over again. So that means that a duplicate will only perform well at all if you can *beat* the original. Seeing as the original is already ranking, that can be an uphill struggle.

The best-case scenario then is that you *always* use original images. That's not going to be possible for everyone though and so the second best option is to choose unoriginal images but then make them as original as possible. That might mean altering the dimensions (to one of those mentioned above if possible), it might mean zooming in or out, or it could mean using a filter in order to make them more artistic.

## Image Quality

The first thing to recognize here is that Google doesn't really look at the images themselves... much.

When Google ranks a website, programs called 'bots' or 'spiders' will sift through the content and look at what's relevant. When Google ranks images though, it traditionally has no way of knowing what's *in* the image. This is starting to change now as Google begins to use more sophisticated technology such as OCR (optical character recognition) and computer vision. Google is only just starting to be able to recognize text *inside* images this way, as well as looking at relevant objects and context within the picture. But this technology is in its infancy and won't have a big impact right now.

So, does the quality of the image matter of all?

Of course it does! Because as with all SEO, the aim here is not to impress Google but to impress the visitor. The visitor is ultimately the customer for both you *and* Google and Google wants to see images that perform well and get clicked on. Not only that, but in order for your image optimization to be beneficial, you need your visitors to click on the image or at least look at it and remember your branding. At the very least, you need to ensure your image pops and stands out in a crowd of images.

To do that, you need high quality images. So how do you make sure your images are high quality?

The answer is to learn how to make good ones or commission someone that can. Learning some basic photography skills is something that will get you a very long way for instance and is well worth the time investment.

Good photography comes down partly to owning a good camera. At the same time though, you also need to consider the composition of the shot and take into account the foreground, middle ground and background elements. You need to think about the lighting and you need to try and tell a story. Don't just shoot your subject head on, but think about ways to add drama, movement or mystery to your shots. Post is also important – turn up the vibrance and add effects to make your images really stand out in a line up.

## What to do With All This

While Image optimization is clearly very important, that doesn't mean you should invest *too* much time into it. It's still a relatively minor factor in

the grand scheme of things, it's just something to consider for that little extra boost.

With that in mind, a great place to start would be by auditing your existing images. Have a look through them and look for ways to make them original, swap out the bad ones for more dramatic and exciting options and fix the dimensions where possible. You might also consider adding a watermark, which can be great for your brand visibility.

From then on, set yourself some editorial guidelines and share them with anyone who contributes to the site. This means adding an alt tag and resizing etc. each time you upload. It might take a minute or two longer to create any new post on your site, but the result will be that your images really pop and jump off the page. And at the same time, it will benefit the look of your posts and the satisfaction of your audience too!

# Social Sharing Method

## Encourage Social Media Sharing to Extend Your Reach

As soon as social media started growing in popularity, it became apparent that it had huge potential for marketers and that it could help companies to promote their products and services. There are countless factors that make social media platforms ideal for this purpose but unfortunately there are only a handful of marketers and entrepreneurs that know how to leverage their full power.

In this report, we'll unveil the inner workings of social media and how to encourage sharing.

## The True Power of Social Sharing

First, it can be useful to understand the scope and the full potential of social media as a marketing platform.

The limited way to look at social media, is as a podium from which you can shout about the benefits and great qualities of your products or your business. Facebook now has 2 billion monthly users, which is absolutely huge. Instagram is behind with well above 700 million. Twitter is a little behind that.

These are *massive* groups that you can market to and thus you might be forgiven for thinking that this is the scope of what you could hope to accomplish on those platforms.

But this is not what social media is about. What social media is about instead, is reaching that audience in a way that allows your content to spread and proliferate: to go viral in the truest sense of the word.

Social media is just that: it is social.

On Facebook, Twitter or any other social media account, you will have a series of connections. These often represent real-world relationships and friendships, which means that those connections are probably likeminded and perhaps similar in terms of their demographics.

If you like or share a post, that will then be seen by all of those people in your extended network. What's more, is that if *those* people like or share your content, then it becomes visible to everyone in *that* network.

Not only is your content being spread, but it is being spread among people who actually care and who are actually interested in what you have to say. And on top of this, each time your content is shared on social media, it will also receive a testimony. That 'like' is social proof and it is social pressure. It is a way of someone saying 'I like this, so perhaps you should too'.

When we see that something has been liked by our friends, we then become far more interested and far more likely to say we like it too. This has been demonstrated by countless scientific studies and the effect is only even stronger when it comes to products that people can actually buy in exchange for their hard-earned cash.

And as if *all* that wasn't already enough, social media finally has the added bonus of being able to facilitate conversation *around* your given product, website or page. This can massively increase engagement and it can get people even more interested still. Most of us are far more likely

to check out a link when we can see that it is generating a lively and fascinating conversation!

This is what your aim on social media is. And to add the cherry on top of the already very tasty cake, the aim is also to get your visitors to do all of that for you, with no need for your intervention.

## The Basics

So that's the aim, now how do you go about it?

The first thing you need to do is to optimize your pages themselves for sharing. How does this work?

The most obvious and straightforward step to take, is to add social sharing buttons to your pages. That means you need to add a link somewhere on your page, where people can automatically share on Facebook, on Twitter, or on Instagram etc. These links will likely take the shape of buttons that will float around on top of the text to act as a constant reminder for visitors that they can share your content should they wish.

There are lots of ways you can accomplish this, but perhaps the easiest and the most straightforward is simply to use a WordPress plugin, if your site is with WordPress. These should automatically keep the visitor logged in too, so that all they need do is click the button and type something if they so wish.

At the same time, you also need to optimize for how your image is going to look when it is shared. You do this with your meta description, which are what will show in the SERPs as well as when someone share your post.

This is the little snippet of text that appears when someone shares your link. If you don't add anything here yourself, then it will default to a snippet of text taken from your post. While this can sometimes work, it can also sometimes be truncated in awkward ways and it will at times appear random: most of us like to begin our posts with a little preamble and introduction.

Instead then, try to come up with a meta description that will make your content sound exciting and interesting. This could be a little summary, a promise of what the reader can expect and maybe even a poised question that will get them thinking before they even start reading.

Along with this, it's also important to think about the image that will show. This will usually be the first image that appears in the text, though sometimes an image will be plucked from further down the page. Either way, try to make sure that your images will jump out and grab attention. They should be high quality, both in terms of the resolution and color etc., and in terms of the composition and just *what* you've chosen to photograph.

You should also keep in mind what the image says about the subject matter that you're covering. If you want to make the *right* audience click the link, then the image needs to be relevant to your discussion.

Finally, think about the things that are psychologically most likely to grab attention. Did you know for instance, that people are more likely to pay attention to a human face? Likewise, certain colors are also well documented as being more eye catching and attention grabbing. An example is red, of course!

## **Some Added Tips**

One added little tip, is to consider simply asking your visitors to share your content – which can actually make a big difference. Right at the end of your post, just say that if someone enjoyed reading your post, it would help you out a big deal if they would share.

Ever heard of the book *1,000 True Fans*. This essentially states that it only takes 1,000 fans to ensure any business will take off in an unstoppable way. This is because ‘true’ fans are most likely to re-share what you have written and to help you get the word out.

You might not think this makes much difference, but asking your visitors for their help can build that kind of relationship and prompt action that might otherwise never have taken place.

Another little tip is to consider using hashtags in your titles. This way, when someone clicks to share your content, they will automatically include hashtags that can help to make that even more discoverable. This won’t always be appropriate. In fact, it often is *not* appropriate. However, for events or for anything that you are trying to make into a ‘movement’, it can work quite well – so use it sparingly.

## The Right Titles

One of the very most important things you can do to ensure that your content shares well on social media, is to use generally the right titles. A good title will grab attention and it will encourage people to read.

In fact, you might have heard about articles that do just this and that are actually *named* after that fact. These are the infamous ‘click bait’ posts.

A click bait post is a post that is designed to get people to click at all costs, even if they don't offer anything of value once the title gets clicked.

Of course, you don't want to create click bait. Click bait is frowned upon for being spammy and because it is very frustrating for the user. But what you *can* do is to learn from these articles and to see what it is that makes them successful. Why do people click on 'clickbait' titles anyway?

Often, this comes down to the use of mystery. People hate not knowing something, and so if you tease a revelation or if you tease that something interesting will happen, then they will often click through in order to read and to find out what that is and whether you deliver. This is why we so often see titles like:

"This one weird trick" – people want to know what the trick is!

"10 amazing things... number 4 blew my mind" – people want to know what number four is!

"A woman walks onto a train, you'll never guess what happens next!" – people want to know what happens next!

The key is that these titles get an emotional response, they pique our interest and they promise to give us information we don't already have.

Contrast this with something like:

"10 Ways to Lose Weight"

Or

“The Top Mistakes Made by Business Owners”

These titles are generic. We’ve seen it all before. We *know* how the story goes. It sounds boring and we don’t want to read it.

So, your objective with creating socially sharable titles is to create titles that have that emotional impact and that intrigue, but that aren’t spammy.

How do you do this?

Simple: by coming up with something genuinely new and interesting to say within your niche.

For example:

“Why Cardio Acceleration Might be the Most Brutal Workout Technique Around”

Now there’s a title that *sounds* interesting and that really is – if you’re interested in exercise or losing weight. It’s not generic, you’ve not seen it before and it promises something of note inside, while *still* being meaty.

Another good example:

“This Virtual Reality Assault Course Challenges the Limitations of VR”

That’s a genuine article title I saw on social media recently and it instantly grabbed attention while also delivering on the promise.

## The Content

Finally, keep in mind that the content also needs to be genuinely good. This needs to be writing that people really want to read and that they want to share with their friends.

How do you do that?

First, you tick all the usual boxes. Your content needs to be well written, it needs to provide value in some way shape or form and it needs to be unique and different.

But on top of this, it's also *highly* important that your content is aimed at a specific target audience. That is to say, that your content should have a 'persona' in mind. This is a particular individual that you think will appreciate the content you're developing.

This person should have a fictional biography and you should think of precisely what they're like. What their hobbies and interests are etc.

Now write *for* that person.

This allows you to focus on what really interests that particular type of person – rather than making the futile attempt to appeal to everyone. Moreover, it encourages sharing.

Why?

Because remember: social media is ultimately a tool for communication. When people share, they do so as a *way* to communicate.

They either way to say something about themselves, or they want to say something *to* the person they are sharing with.

If your content is very narrowly aimed at one person, they can share that as a way to express themselves and their friends will share it with them, knowing that they're likely to be interested in it and seeing it as a way to show they're thinking of them!

# Thank You Page Tactics

## Using Other Vendors' Thank You Pages to Your Gain

There are countless different ways to grow traffic on your website and to grow your customers and your profits too. Perhaps unsurprisingly, most of the time these different strategies are actually one and the same. That is to say that very often, the best way to grow your number of visitors is the precise same as the way that you grow your buyers.

That's because your visitors *are* your buyers. Someone can't buy something without visiting your page first!

What's key to recognize though, is that the buyer and the first-time visitor are at different points in their journey with your brand. They are like snapshots of a person at different frozen frames in time.

The visitor is someone who has searched for a relevant topic in Google, or who has found a link to your site on another page. The buyer is someone who has been convinced by your sales to buy from you.

The way you treat this same person in both those two situations should vary and that way, you can repeat the cycle again and again.

What's more, is that you can also use buyers and visitors from *other sites* in order to gain more of both on your own.

All sounds a little confusing? Then read on and learn how you can turn your buyers into long-term repeat visitors and vice versa. All through using the best thank you page tactics!

## Why the Thank You Page Matters

There's a chance you haven't even thought about your thank you page. There's a chance your site doesn't even have one!

So, what exactly is this concept?

Basically, your thank you page is a page on your website that you will show to people after they have bought one of your products *or* after they have subscribed to your list. Either way, this is the page that you show to people who have taken the action you want for them to take.

It's easy to understand why this often goes overlooked. After all, once someone has bought something from you, they have fulfilled their purpose. You've achieved your goal, so why would you worry about what happens next?

Of course, the answer to this is simple: you want them to buy *again*. Or in the case of signing up to a mailing list, you want them to then return to your site and to get reading. You want to ensure they have the best possible experience because this is what's going to eventually result in them becoming fans and not just one-time buyers or subscribers.

In fact, the buyer is perhaps the most important kind of lead you have and the one you should be investing the *most* time and effort into pleasing. Why? Because they are the warmest lead. This is someone who has demonstrated not only that they are interested in your niche and committed to your brand, but also that they are actually *willing* to spend money. These are people who will put their money where their mouths are and they are people who could certainly be convinced to buy again, or perhaps to share your post.

But if you don't make an effort to thank them and if you don't ensure they had a positive experience, then you can risk putting them off and upsetting them to the point that they are turned off of buying from you ever again in future. Not good!

Better yet, you can actually use a thank you page in order to encourage another action right then and there. Remember: the only thing that sets the buyers apart from the visitors is time. You are looking at a snapshot of someone the moment they clicked buy.

That makes your next action highly time sensitive. They were obviously feeling impulsive, they might have been in the mood to do a bit of reading, or they might have just had a windfall. Either way, the only thing you know for sure is that *right now*, they are open to buying from you.

So act. Right now!

## Anatomy of the Perfect Thank You Page

So, what should you include on your thank you page in order to get this right?

Let's break it down...

### **Thank You**

The first thing your page needs is a big THANK YOU. Cynical businesses, contrary to popular belief, are not successful. The most successful businesses are the ones that truly care about their visitors and that show this in meaningful ways. Let your visitor know you appreciate them and they'll be *far* more likely to subscribe or buy again. They'll feel valued, and that's important.

In your thank you, it's also a good idea to restate the value of their purchase. This is a good way to reaffirm that this was a good purchase, to show that you've got them covered and aren't just going to ignore them now they've paid for you and to avoid 'buyers' remorse'.

## **Add Value**

The next thing you can do is to add value. Now this is a great opportunity and one you *should not* miss. A great strategy in business is to do something called 'under promising' and 'over delivering'.

Have you ever had a parcel show up in two days and been really angry because you thought it would show up in *one day*? That's over promising and underdelivering and it makes us angry because we probably parted with our cash believing the promise.

But if we thought the product would arrive in three days and it came in two, we'd be happy because we'd be pleasantly surprised. That's *over* delivering.

When you overdeliver you make your audience happy and you potentially get better reviews or more loyal customers/fans as a result. The only downside is that this means you have to under-promise, which means you can't use what you've just said for marketing purposes.

But the thank you page provides you with a perfect way to over deliver by adding a little unexpected value. You might direct your visitors to a free document where they can get tips on how to use the product they just bought for instance, or you give them a discount coupon.

Either way, they have something extra so they're going to feel *even better* about that purchase.

## **Encourage Another Action**

This is a great opportunity to encourage an additional action.

Remember, you have managed to find a golden moment in this person's life when they're happy to buy from you or keen to sign up to your mailing list. Either way, you have their attention and it might not last.

So, strike while the iron is hot! This is another reason that offering a discount coupon is such a good idea, because it can encourage your visitors to buy something else right away. This is especially effective if the discount coupon has a limited time restriction.

Another way to do this is by letting the buyer increase their order by simply adding things on to their current order. It's a good time – after all they won't be charged any extra shipping!

If the visitor has just bought something, then remind them to sign up to your mailing list. And if they've signed up to your mailing list... remind them to buy!

## **Call to Action**

The next thing to do is to provide some kind of call to action. In other words, you should know what you want to do with the visitor now.

This is something that all too often gets overlooked. It's highly common for us to let our thank you pages become 'dead ends'. That is to say that we've carefully made sure that we keep our visitors reading and surfing around our site, but then we let them get to this 'end point' and they have nowhere else to go. And guess what, if they have nowhere left to go, then they'll probably just leave.

So make sure that you use this opportunity to send them somewhere else or get them to do something else.

Say: now you've bought this product, click [HERE](#) to learn more about it.

Or, while your discount code is valid, why not click [HERE](#) to buy this extra item.

## The Marketing Potential of Your Thank You Page

But the true potential of the thank you page lies in its ability to help you *market* your site.

And there are lots of ways this can work.

One simple option is to add a social sharing button to your page and to include a note saying something along the lines of:

“Why not share news of your purchase with friends on Facebook?”

This might sound strange, but actually it plays right into buyer psychology. People want affirmation that they've made a good decision when they buy something. And in fact, the main reason a lot of people buy products in the first place is *for* the status and the reputation it can offer.

People buy nice cars because they want to be *seen* in nice cars. People buy widescreen TVs so their homes look expensive. This is human nature.

And so, you might be surprised about just how many people share news of buying your product: especially if that product is one that reflects well on them. Especially if that product is something that says something about them and expresses a hobby or an interest they might have.

You can even incentivize this action by saying that sharing will get the visitor something free. Either way, this then provides social proof for the products you're sharing and it also means that more people can discover your site.

Another option is to provide a referral bonus. This means that if the buyer refers someone else to the product, either they or the person they refer will then get access to some kind of special offer.

That might mean money off, or it might mean something additional packaged in to their delivery.

Either way, this is a common practice and a great way to get people shouting about your products and your brand.

## Ad Swaps

And something that a lot of people never consider is that this is *also* a great place to perform an ad swap. An ad swap of course means that you will place an advert on your site in exchange for someone else doing the same (another site owner).

In this case, you will post a banner for another product on your thank you page and that brand will do the same thing for you.

This is *highly* valuable because now you're attracting the *right kind* of visitor to your site at a key point where they're likely to buy.

Again, they've just bought a product or signed up to a mailing list, so you know that they're the kind of visitor that *can* be convinced. What's more, is that they are in the right frame of mind to do so and they are going to be easier to convince.

Of course, you're also going to make sure that the brands you choose are in your industry or niche. That way, the visitors are also targeted and will also have the same interests as your own visitors. Finally, the fact that your link is on a page that they enjoy and probably respect means that this will also act as a referral. They'll be more likely to trust *you* because their last purchase went well.

You can take this even further. Why not offer a discount on your product for visitors coming from that site? Or why not do a deal with the other brand and do some kind of combo where the visitors save money by buying both?

This works *especially* well if your products are somehow complimentary and yours can enhance their enjoyment of theirs or vice versa.

There are tons of options here. The key is simply to make sure that you take the time and effort and that you *don't* ignore the Thank You Page!

# Segmented Subscriber Traffic

How Building A List of Followers Lets You Control Your Traffic

The key to success on the web is not just to *gain* traffic but also to control that traffic. What does that mean? It means that you need to know how to decide which of your visitors you want to talk to at any time. It means that you need to understand your visitors and to know what they're thinking, what their moods are and what they're interested in at any given time. And it means you need to know how and when to strike when it comes to selling products or encouraging people to sign up to your mailing list.

You can do all this by building a mailing list and then *segmenting* that list. In this report, you're going to see why email marketing is incredibly powerful and how you can take your marketing to the next level compared with your competition in this regard.

## Email Marketing: The Basics

First, let's go over the basics of email marketing again for those that aren't familiar.

Email marketing is of course the process of marketing via email. In other words, this means you're going to be building a big list – a collection of emails – and you'll do this by asking visitor to your site to share their contact details when they land on your home page.

This in turn requires an autoresponder. An autoresponder is a tool that you use to create email forms and then to manage all of the contacts on your list. You can use the form somewhere on your page to let people

input their details and you'll use the autoresponder to actually send all your emails.

It should be immediately apparent what the value of this is. Sending all your emails manually using Gmail or another web client is not easy and would likely result in many not getting delivered. You'd have to send lots of different emails for longer lists and you'd need to manually manage any requests to subscribe or unsubscribe.

An autoresponder manages all that for you, so you just need to write one email and then click 'send'.

The other benefit of an autoresponder though is that it can collect data for you and use that information to do a range of different things. For example, an autoresponder can show you the percentage of subscribers who actually open your emails. If your email subject headings aren't successfully encouraging people to read, then you can identify this problem and work on a solution.

You can then see all the visitors who *did* read a given message in one place. Or choose to see all the ones that didn't. You can see the open rate for different individual visitors and you organize your list by different factors.

That's another handy thing about using an autoresponder: it will allow you to grab more information using the form embedded on your page and that information can then be used to group your visitors. Want to just message the men? Go for it. Want to just message the people over 30? You can do that too.

Or how about having multiple different mailing lists for different brands, or even for different products? All of this can be accomplished using just a single autoresponder.

## Lead Warmth and Email Segmentation

The true power of all this information comes from being able to use it that data in order to pick and choose who your messages go to. For instance, you can decide that you want to send an email only to people who fall into particular categories.

We're going to look at how this can be useful for choosing a demographic to message in a moment.

But first, what we're interested in to begin with is sending emails based on engagement, retention and lead warmth.

A lead is anyone who has shown some kind of interest in buying from you. That means that anyone who has signed up to your mailing list can be considered a lead because they have demonstrated an interest simply by doing this.

But at the same time, a lead is also anyone who visits your site, or who takes your card. This is a 'cold' lead, whereas someone who actually gives you their contact details is a 'warm' lead.

Leads get warmer the more interest they show in what you do and what you're selling.

And the warmer a lead is, the more likely they are to buy from you.

In fact, this is the true and most useful purpose of *having* a mailing list to begin with: it allows you to take your ice cold leads and turn them into warm leads and then paying customers.

I always liken this to asking for someone's phone number. If you were to just walk up to someone in a club and ask for their number, they'd likely just tell you to go away.

Why would they give you their number when they know nothing about you and have shown no interest in you?

First, you need to chat to them and let them get to know you. If they look at you and smile, they're a cold lead. If they respond to your witty banter and tell you their name, they're a warm lead. If they've kissed you or let you buy them a drink, they're a hot lead. And once they're hot, you can ask for their number.

This is all about timing. Time this wrong and they're not going to give you their number because you haven't laid the ground work!

The exact same thing is true with internet marketing. If someone visits your site and you tell them right away to buy your product, they won't. Why would they? You haven't given them any reason to trust you. You haven't told them anything about you. They don't know much about the product.

Ask them to hand over their email after a few blog posts though and you can gently start to increase engagement. This is then when you wow them with all your information and all your knowledge. You entertain them a little and you let them get to know you.

If they don't open your emails, that's the equivalent of giving you the cold shoulder. That's like the girl or guy in the club that isn't laughing at your jokes and keeps looking away. If you try and sell to them now, you become spam. And you get deleted.

And they never return to your website.

But if they open your emails, you know you're in with a shot. That means you can then send them some more information about your products and get them excited for your product launch. If during that they *still* keep opening your emails, then you know you've got an even better chance of success.

And if you now try and sell to them, there's a *much* better chance they'll buy from you.

And using email segmentation you can do exactly that: you can see which of your visitors are actually opening your emails, are actually clicking your links and are scrolling down to the bottom.

And in fact, using cookies it is even possible to see which of those visitors has been to your website and looked at your products. You can see who has hovered on your products and been tempted to click buy.

Now you can send *just* those people an email promoting your product. You won't upset anyone who isn't interested and the people who do receive it are highly likely to be keen to buy from you.

That's how you turn cold leads into hot leads and buyers using email segmentation!

It's powerful stuff, so don't overlook it.

## Targeting by Segmentation

Another strategy you can use is email segmentation combined with targeting.

By now, you hopefully know what targeting is. This is when you define your buyer persona: the kind of person who is most likely to buy from you. You know their age, you know their sex, you know their interests and hobbies. You know where they go.

Then, using that information, you target that person specifically using your marketing.

In the case of email segmentation, this means that you're going to collect more data and information about them when they give you their email address. So instead of *just* asking for their name and email, you'll instead ask about their age, sex, interests, job etc. You can also ask them how they found your site etc.

And while you're at it, if you have multiple sites or very different categories on your site, you could have more than one email list. Why not have a mailing list for your readers that like martial arts and another that just want fitness advice.

This is important because if you have a broad subject matter like that, then you can otherwise risk becoming a pain for them. Imagine you sign up to a health and fitness site that talks a *lot* about bodybuilding but you just want to know how to lose your belly fat.

Every now and then, something useful comes through but most of the time it's all about how to use creatine and how to pose on stage. This is pointless for you and eventually you tune out and maybe unsubscribe.

By asking visitors what they were interested in, or by having two separate mailing lists, the site owners could have avoided that!

## A Few More Tips for Email Marketers

So that's email marketing and segmentation. But for *any* of that to work, you also need to make sure that people are signing up to your mailing list in the first place. And there are a few ways you can encourage this.

Firstly, make sure that you show your mailing list wherever you can. At the very least, that should mean that your mailing list shown at the bottom of your posts. At the same time though, you can also place this in the side bars so that your list is visible on every page of your site.

Another tip is to make sure that you draw attention to it. A mistake a lot of people make is to create their mailing list and then just 'hope' that people see it. Far more effective is to occasionally tell people about it and to explain in your posts why it's a good opportunity and why people should be excited to sign up.

Here's the thing though: you should *always* be honest.

The aim of a mailing list is not to grow it as much as you possibly can. Instead, the aim is to grow it as much as you can with only *highly targeted* visitors.

If your visitors have no interest in what you're offering through your list, then you will just frustrate them and effectively be spamming.

This is why you need to be careful when giving away free incentives. Sure, this can be a great way to encourage people to sign up... but you

risk attracting people who are just there for a 'freebie' and who will never actually read your emails once you start sending them.

What you need to do then is to make sure every one of your subscribers know what they will be getting and that they all have an interest in that subject matter and a potential interest in buying from you.

You do this by being honest and upfront. While you're going to split your audience into categories, every single one of them should meet this initial requirement. Don't worry about numbers. Worry about targeting.

And then after you've done that targeting, using email segmentation to target further.

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So, there you go. That's how you segment your audience and use that to get *far* better engagement. It's not just about building traffic: it's about controlling that traffic, knowing that traffic and deciding who sees what.

If you read the advice of any marketer, they almost always describe their mailing list as being their most important asset. But it will only be that for you if you know how to make the most of it.