

FOOLPROOF TRAFFIC SYSTEM



QUICK START
GUIDE

Quick Start Guide

“Foolproof Traffic System”

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Step 1: It's All About The Traffic

Zero traffic equals zero sales

The bottom line is that you need to get traffic to your offers, or you will have no sales.

That traffic needs to be quality traffic, the target market/audience that will be interested in your offers.

Free vs Paid Traffic

Free traffic is free in money, but takes time to work- methods include viral marketing, social media marketing, content marketing, forum marketing, guest post blogging, on-site and off-site SEO.

- Paid traffic works quicker to get subscribers and customers, but costs money- methods include Facebook advertising, PPC advertising, solo advertising.
- Many Internet marketers start with free traffic methods first to get their businesses established, then include paid traffic methods.

It's wise to just focus on mastering one paid traffic method before using any other paid traffic methods- includes effectiveness and ROI of first paid traffic method.

On-Site and Off-Site SEO

Put good quality content on your site and use targeted keywords in your meta tags (i.e. HTML code) to increase your on-site SEO.

- Be sure none of your site's links are broken, your pages display properly on mobile devices, and no large pop-up windows obscure the content, as all of these factors will impact on-site SEO and your site's rankings in the search engines.
- Off-site SEO involves links away from your site that point back to your site- these can be links from social media websites, forum sites, guest posts on other marketers' blogs, and more.

Step 2: The Power Of Content Marketing

Start with a little guest post blogging

Use search engines to find sites and blogs in your industry, see if they accept guest posts.

- If so, apply and be willing to write for them and include a link back to your site.

The Power of YouTube Videos

When you upload videos to YouTube and other social video sites (Vimeo, etc.), be sure to include links back to your website in both the content and in the descriptive text describing the video.

The art of Content Marketing

Provide informative, engaging content to help your target market/audience with any problems or issues they are having in your industry that you can help them with.

- Such content will help people realize that you are an expert who knows his/her field, can be trusted, and is a source that they can turn to for help.
- When people realize that you provide such good-quality content for free, they will use your link to head back to your website and check out what you have to offer, as they'll think that your paid content will be even better than your free content.
- Use opt-in forms on your site/blog to capture these people's contact details so you can follow up with them, continue to build the relationship by providing more quality content, and presenting select offers for them to purchase.
- Search engines will also take note of your quality content based on how often links appear back to your site and how long people spend on your site- this will help to boost your rankings in the search engines for specific keywords that appear in your content.



Use surveys, search engine research, and blog/article idea generators to help you come up with interesting topics to write about that will engage your audience and have them keep coming back to you to read more of your content and to consider your offers.

Step 3: Keep It Viral, Keep It Social

Increase your coverage with Viral Marketing

Any viral marketing of your quality content can lead to increased views of your site, offer, list, etc.

- You can increase the chances of viral marketing by including social media share buttons on your blog pages, site pages, video sites, and elsewhere, as this will make it easier for people to share the content on their social media pages.

Initially, viral marketing involved ebooks with affiliate links spread around- consider using this tactic, as it's not as widely used now, but still can be effective.

Note that it's not just text that can be shared, but also ebooks, photos, videos, audio, memes, and GIFs (especially on social media sites).

Social Media Marketing

Have social media profile pages on each social network (and Fanpages on Facebook), post content regularly.

- Posting offers left and right on these social media pages will not increase sales, but just turn people off and cause them to unsubscribe or unfollow your profile pages.
- You need to be selective in the offers you present on your social media pages, providing much more useful content than offers.
- It's important to be on as many social media channels as possible.
- Consider using social media management software such as HootSuite, Buffer, or BleuPagePro to help manage your social media accounts.

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- Virtually everyone is on Facebook, so being on that site at a minimum is a must.
 - Consider that Instagram and Snapchat are popular with the younger generations (millennials and GenZ), both of which are gaining spending power.

These sites are popular because they involve photos and videos – visual content is key to success on these platforms.

Forum Marketing

- Find relevant forums to your niche using the search engines.
- Join these forums and provide useful information to the members there.
- When you have been there long enough/provided enough posts, you'll be able to include a signature file that includes a link back to your site.

Posting offers is usually not allowed (except in select areas of certain forums, like the Warrior Forum)- trying to post offers will usually get you banned for life.

Step 4: Paying Per Click Advertising

Keyword enriched PPC Advertising

This involves finding the right keywords to target and bidding on them so your link and description appear in the "Sponsored Posts" section, usually above the standard search engine results or content.

- You only pay when a user clicks onto your link; you can also set the maximum amount you will spend per day.
- The most prominent platform is Google AdWords- it's usually the priciest in terms of bids as well.

Other options include Bing, Yahoo, as well as social media platforms like Facebook.

Advertise on Facebook

Similar to Google AdWords, you can bid on specific keywords.

- Use the Ads Manager to determine what target audience you wish to reach and the time of day they are likeliest to be on Facebook in order for your ads to reach them.
- You decide on the goal of Click-through rates, likes and conversions in the ads manager area.
- You can set the maximum amount you will spend per day or over the lifetime of an ad.

Step 5: Renting Someone Else's List

Solo Advertising Still Works

Use the search engines to find ezines that are relevant to your niche.

- Look at their websites to see if they are professional-looking; if not, don't consider advertising with them.
- All others, subscribe to their ezines (consider using an alternate email address to your main email address).
- Evaluate the ezines- if they don't look professional, don't contact them for a quote.
- All others that pass, email or call the owner, tell him/her you have an ad that will resonate with their readers.
- Ask for feedback from the owner on how other companies' advertisements worked for them, what their subscriber base is, how engaged it is, etc., along with a price quote and how the ad will look.

Use this information to decide which ezine(s) you will advertise in. You may want to consider advertising in multiple ones and using A/B split testing to improve your solo advertising.

Step 6: Tracking Your Progress

Setting up Google Analytics

Google Analytics is a great free way to measure the amount of traffic and quality of traffic your website is receiving.

- You must have signed up for a Google Account to use it (if you use Gmail, YouTube, etc., you already have one).
- Google Analytics measures specific actions and goals you set in the account dashboard by installing tracking code into your site, blog, WordPress, etc.

You can set Google Analytics to measure such actions as sign-ups to your list, reaching the thank you/confirmation page of an offer, etc.

Step 7: Building Your List

List Building/Email Marketing

Money is in the list so work to build your list at all times. It takes an average of seven views or engagements with you for a person to purchase an offer online. Following up with your subscribers is a must.

- Use opt-in email forms on your site and blog, direct people to join your list in your forum marketing, social media marketing, viral marketing, and other marketing campaigns.
- Focus on the long-term engagement and relationship, not the one-time sale.

Engagement and relationships especially critical with the younger generations (millennials and GenZ).