Reddit Traffic Love Affair

Generate Traffic With Reddit

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When it comes to digital marketing and promoting websites and businesses online, a lot of attention is given to Google and to conventional social media sites like Facebook, Twitter and LinkedIn. While those are all important and powerful aspects of an online campaign, they are far from the only options available to you and it may just be that there are easier and more effective ways to get a lot of eyes on your business and to increase your sales and profits.

One such alternative avenue for instance is Reddit. Reddit's a site that can get you thousands and thousands of hits from a single post if you get it right and that gives you a direct route to market and an easy way to find a highly targeted audience.

Put simply, Reddit's potentially just as powerful as Facebook or Twitter and possibly even more so depending on your niche/industry. This is something you can't afford to ignore. Read on and we'll look in depth at how Reddit works and how to make the absolute most of this incredibly useful platform. You might just find it's the ultimate way to have your traffic go viral and to truly explode.

If you're not familiar with what Reddit's, let me explain it very briefly. Reddit's a social bookmarking/link sharing site along the lines of Digg or StumbleUpon. More than this though, it's an aggregated content site where you can find content voted to the top by other users and thereby selected for its popularity among the community.

Reddit's mission statement is to become the 'front page of the internet' and it achieves this by letting users select the sub communities (called Subreddits) that they want to subscribe to and then showing them the top voted content for that community each day.

In this brief course, we're going to assume that you're familiar with Reddit and how it works, so we won't necessarily cover those kind of topics in depth. Instead, we'll be covering some of the best methods and strategies for utilizing Reddit for traffic generation, regardless of your niche or business.

Reasons Why Reddit Is A Great Tool For Driving Traffic

"Is Reddit the right solution for my site?"
"Why should I consider Reddit to boost traffic?"

Like everyone else in the internet marketing field, your goal is to see your traffic shoot through the roof.

I mean, without high levels of traffic you will be swallowed by other sites, right? This is why many people focus on social networking sites. Well, you certainly should consider Reddit.

The following are 3 reasons why Reddit's great for driving traffic:

1. Huge Traffic

We all know about huge traffic. Yes, the elusive traffic that will skyrocket your site from out of nowhere to among the very top pages. Well, many social networking sites are known to have many followers. In fact, many boast about having millions of visitors who are always interacting on their site. But, few can rival the page views Reddit gets.

According to statistics, Reddit gets more than 2 billion views on their pages monthly. With such huge volumes, a person is assured of good traffic if they can make a successful post.

2. Less Tasking

People spend lots of time, effort and money just to attract traffic. In fact, many give up after the realization that it'sn't that easy. Well, with Reddit it's friendlier. You only need a few votes on submissions or comments to drive traffic.

Forget about looking for 1000 plus up votes. It's not unheard of sites almost crashing because of 50 votes originating from a subreddit with 60,000 readers, or getting 90 votes from a subreddit with 35,000 readers.

3. Your Influence Doesn't Matter

"You are more likely to drive traffic if you are popular." This is what other social sites put across. So, the ordinary Joe will have to spend twice or thrice the effort than Twitter's Chris Brogan.

With Reddit, your influence essentially doesn't matter. Whilst there is the 'karma' system, with the right comments or submission you will reach the front page regardless. The secret lies in understanding your community and knowing what tickles them. A small subreddit usually has about 20,000 readers- imagine connecting to them?

Looking at the above breakdown of 3 reasons why Reddit's great for driving traffic, it's evident that Reddit's a valuable resource for boosting traffic. In fact, many people have seen traffic increase tremendously from just a few comments or submissions.

Nonetheless, it doesn't mean this is a shortcut to driving traffic. Failing to apply proper techniques may lead to you being swallowed alive in the net. It's critical to post good content, specialise in your niche, and most importantly always engage your "Redditors."

The Best Type of Content To Post On Reddit

Reddit's an amazing website, thanks in part to its great variety of sections for people to search through and more than enough ways for people to interact with each other.

However, this doesn't mean that every single bit of content should be posted there.

There are a number of specific types of content that you can contribute to Reddit that will help you better leverage the power of the community.

Listed below are just a few kinds of content that Reddit users seem to react best to:

Questions Can Be Great
You should consider asking creative questions on Reddit. You can ask questions relating to what people would do in certain situations or what ideas can be found around the world. If you ask questions on occasion then people will interact with you and give you their own special ideas in response to your topic. If you are smart you can find a way to link to your own site.

Make People Laugh
Comical content can be perfect for you to post on Reddit. It's often easier for people to share content on Reddit if it's funny. This is because people always enjoy a laugh every once in a while. Also, people want a respite from all the hostile and negative content that's all around the online world. They'll want to feel happy and excited about whatever it's they are finding online.

Add New Ideas
You should think about new ideas that you want to share with other people. Whether it's to offer a new recipe to people or to showcase some new innovations or creations that have been developed over time, you should share new ideas with others. People want to learn new things and are willing to go online to find them.

Solve people's problems

Some of the highest rated self posts on Reddit are ones that solve a problem that individuals or a community has. When someone is able to offer genuinely useful content, people feel obliged to upvote it. Therefore, when you are posting make sure that what you a writing is just rubbish and that it will be helpful to someone.

Check Out the Videos

Media is more easy for an audience to consume than text, so if you're posting a video of yourself or a link to Youtube then you can expect it to do better than text. Online viewers are lazy, appeal to this laziness with images, video and audio.

How To Get More Upvotes On Reddit

Let's be honest, there's really no other place on the web that is more coveted for online entrepreneurs than the first page on reddit. If you operate or run an online venture, you have probably realized that it's a huge task to get up-votes on reddit especially if your site is new.

Do you have low rankings on the search engines and no clue on how to get visitors to your website? I feel your plight and pain. I've been there before, but I learned how to utilize reddit in the right way to drive quality traffic to my website.

Reddit's the online home away from home for millions of people every month. It helps start memes, create overnight celebrities, change the world and shape the news in a wide array of ways. So it's no surprise to any online entrepreneur that submitting a post on Reddit, something which almost everyone can do is one of the gold mines for traffic generation in the online world. Likewise it can also prove to be a hard nut to crack. And there is no guide that guarantees success.

1) Have a stunning title.

Make sure your title is correct and accurate. There is no room for typos otherwise you will be embarrassed in the comments. Typing errors tend to annoy most Redditors who will definitely down-vote your site out of existence.

2) Have a good thumbnail.

Just like blog posts and YouTube videos, your thumbnail has everything to do with convincing visitors to click your content. The same applies to Reddit.

Most people like great photos, if the thumbnail is an image of an empty field it's likely not to contribute towards your post getting click-throughs or more upvotes.

But if you get an attention snatching photo like Kanye West playing soccer, and you make the photo him dribbling- you will be onto something. The thumbnail continues the information but does not give it all. This means many people will click onto the post to try and see the full thumbnail and if they like it.

3) Be relevant.

Before you post anything, spend some time finding out what is trending on Reddit. Know what most people are talking about and what is getting up-voted. If people are talking about the Kardashians at the moment, then write a good article about the Kardashians and then submit it on Reddit.

4) Submit at the Right Time

The best way to find out this, is to check your statistics. When is usually the best day for your blog or site? When do you always get the highest number of views?

General Tips For Using Reddit As An Online Marketing

Reddit was founded by university roommates Steve Huffman and Alexis Ohanian. The social networking, entertainment and news website calls itself 'The Front Page of the Internet' and comes with an interesting blend of links, news and commentary.

If you know how to use Reddit effectively and you sign up and create an account, you can get multitudes of visitors to your blog and an increase in your online earnings.

Reddit Rankings Are Determined by Upvotes and Downvotes

To many marketers Reddit's an essential resource that has become indispensable.

The difference between Reddit and Twitter for instance is that with Reddit, the stream of content is curated by the community. A post's position on the site is either of value and it's up-voted or it's deemed unworthy and down-voted. You need to submit interesting topics to get up-votes, otherwise your account can get banned.

People Want Content of Value

But how often should you try to drive traffic from Reddit? How often should you be submitting links? Other social bookmarking sites allow you to submit lots of links every day, but not Reddit - in fact they won't allow you to do so.

In spite of Reddit's strict rules, you can drive huge traffic from Reddit to your blog by using it the right way and in the long run you benefit more than with other social networking sites.

Timing is also a key factor to submitting links and according to experts the best time to submit a link is before 5pm EST because this is when most people are browsing Reddit.

Making it to the Front Page

Items that do make it onto the front page are seen by countless numbers of people sending large amounts of traffic to the linked website.

The front page is made up of content which is submitted to the site's subreddits - music, gaming, news, pic etc and visitors to the site are subscribed to these top channels. As you discover niche communities, you can subscribe to subreddits, which will push popular posts from those channels to your homepage.

If a subreddit gets enough subscribers, it becomes part of the default homepage, and this in turn drives more subscribers and traffic. If you don't want to see content from a certain subreddit on your homepage, you just have to unsubscribe from it.

Three Tools To Help Your Reddit Marketing Efforts

Are you tired of the usual social marketing strategies such as leveraging Twitter, Facebook, Instagram and Pinterest? Well, you may consider using Reddit for your internet marketing campaigns.

Reddit's one of the most popular websites in the world with over 56 billion views each year. It's one way of ensuring that you are ahead of the pack as most business have saturated other social media networks.

If you are going to use Reddit for your marketing campaigns, it's important that you get it right the very first time. If you are already using Reddit for your marketing, it's time to take it to the next level.

Here are 3 Tools To Help You Market On Reddit Better:

1. Hootsuite

Hootsuite is the first choice among many marketers for the simple reason that it helps you to be in touch with you target audience. It even gets more magical when used with Twitter app TweetDeck. It has the ability to manage Reddit and other social networks and schedule publishing of messages.

You get to know exactly what your audience say about your brand and you can engage them to get more in-depth feedback. The analytics part of Hoosuite gives you information on how your media efforts are being received so that you can improve in the future. Hootsuite encourages collaboration between your team members thus reducing workload.

2. Screaming Frog

This is an SEO tool that crawls through the internet and delivers data that allows you to optimize your site. It also identifies SEO problems in your website pages and makes the necessary recommendations hence making the page optimization process a breeze. The program installs locally in your computer.

The data is captured continuously and updated in the program's user interface so that you can get a real-time picture of what is happening in your social networks such as Reddit. You can export key onsite SEO elements to Excel so that you can analyze it further and make the necessary recommendations. The screaming frog is ideal for medium to large sites where you cannot go through every page manually.

3. SproutSocial

This is a marketing tool that enables you to increase your brand awareness through Reddit and other social media networks. You increase your brand awareness through engaging your customers, publishing pages and analytics. After posting information on the social media, the next thing is to monitor how it performs.

SproutSocial allows you to listen to the conversation and learn what drives your campaigns by giving you analytic tools that simplifies the data received into simple consumable information. You also get to engage your costumers to resolve issues and maintain loyalty.

Final Thoughts

So there you have it: a bulletproof set of principles and strategies to apply so that you can start building massive traffic from Reddit. Of course there are other strategies and methods out there and you're likely to find that there's nothing quite like learning on the job.

Nevertheless, you should hopefully now be brimming with ideas and inspiration for how to start making a big hit on Reddit. The single most important things to take away are that you need to be providing real value and that you need to offer intelligent content that hasn't been seen before. Don't be derivative, don't be obviously self-promotional and think of a strategy for each and every post.

If you can do that, then you can have Reddit eating out of your hands. And the best bit? Most of these tips can be transferred to other forums, social bookmarking sites and more!

Lastly, I want to take a moment to thank you for going through this course, and I hope that you've learned a thing or two. With that said, good luck with your future Reddit marketing campaigns!