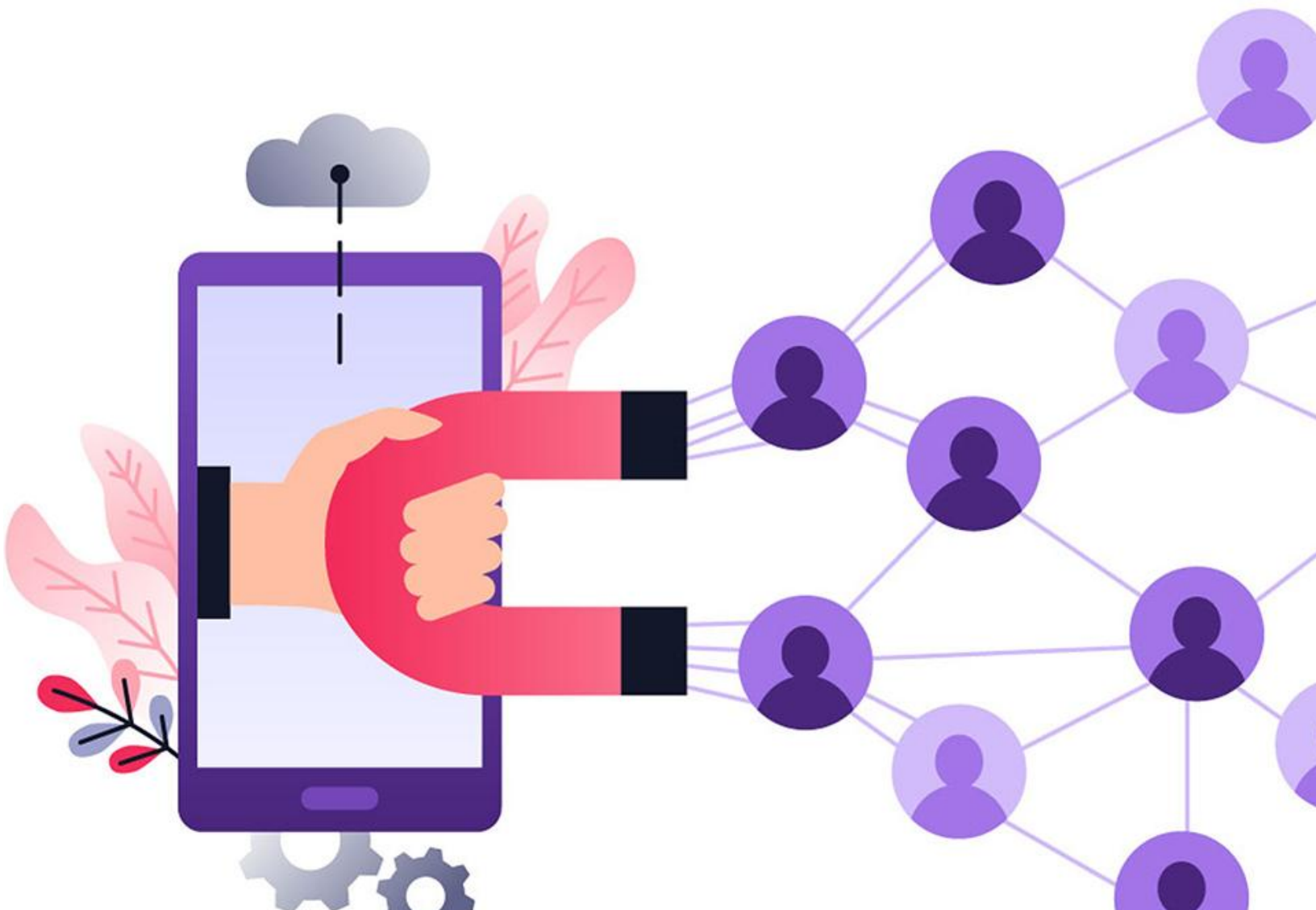


TRAFFICCOME

12 GUIDES TO TRAFFIC GENERATION
AND CONVERSIONS



Trafficome

Guide 1:

The Guide to Traffic Strategy

17 Keys to Creating a Profitable, Effective Traffic Strategy

Inside this set of Trafficome guides you're going to get all sorts of tips, tricks and strategies for getting plenty of high-quality traffic flowing into your site. But before you start working on any individual traffic method, the first thing you'll want to do is read this guide. That's because you're about to learn how to plan and optimize your overall traffic strategy.

Let's get started...

1. Ask Yourself This Before Getting Started

There are a lot of different ways to get traffic, and seems like every other week someone is coming up with new ways to get web visitors. Some of these methods may seem pretty bright and shiny, and it's easy to get distracted. That's why you'll want to ask yourself this one question before you pursue any traffic method:

Will this method deliver high-quality visitors who want what I'm selling?

If the answer is no, skip the method.

Seems obvious, and yet plenty of traffic methods are designed to get your "hit counter" spinning out of control, yet you don't get any results because it's low quality traffic. Don't be fooled – focus on the numbers that count (conversions), not mere traffic "hits."

2. 20 Ways to Generate Traffic

As mentioned, there are a lot of ways to get traffic. It's a good idea to familiarize yourself with the most common methods so that you know which ones to pursue. Here are the top ways:

- Blogging.

- Guest blogging.
- Video marketing.
- Distributing valuable content (like lead magnets, videos or slide share presentations).
- Email marketing.
- Starting an affiliate program.
- Doing joint ventures with other people in your niche.
- Paid advertising (e.g., Facebook ads, pay per click ads, etc.).
- Distributing press releases.
- Offline marketing (e.g., buying display ads).
- Search engine optimization.
- Social media marketing.
- Commenting (on blogs, forums, groups).
- Getting listed in relevant directories.
- Referral marketing.
- Viral campaigns.
- Holding contests.
- Participating in bundles and giveaways.
- Host webinars.
- Give interviews and talks.

We'll talk about many of these methods inside these guides, so be sure to review all of the guides.

3. Get Better Results Using This Tip

Many marketers make the mistake of starting up several traffic methods at once, but they end up spreading themselves too thin. Here's what to do instead: focus on one traffic method at a time. This means learning about the method, getting it up and running, AND fine-tuning it to get results. Once you've done all that, then and only then should you add another traffic method to your overall strategy.

For example, you might start with guest blogging. Once you have consistent results from that, then you might decide to start an affiliate program. Once you're getting good results with affiliates, then you might add Facebook marketing to the mix. And so on.

4. How to Choose a Traffic Method

Your first step is to figure out which traffic method you want to get up and running first. In order to decide, ask yourself these questions:

- What traffic methods appeal to you the most?
- Which methods do you already know something about?
- What are your strengths with regards to these methods?
- What are your weaknesses?
- Which methods would take the least time to start getting good results?

For example, maybe you really like writing, and creating content appeals to you. You might decide to start with guest blogging, because it plays to your strengths and you can get initial results fairly quickly.

5. Ask This Before You Design Your Traffic Strategy

Before you start building a single traffic method (much less an overall strategy), ask yourself this question: what are your goals with this method?

Be sure to choose specific, measurable and realistic goals. That way, you'll be able to tell early on if you're on track, or if you need to tweak your method to get better results.

6. Look for Ways to Leverage Other Peoples' Assets

You don't need to start from scratch in order to get traffic. Instead, look for ways to leverage other peoples' assets (such as their quality traffic or even their reputation), which can give you a quick win.

For example, doing a co-endorsement joint venture with established people in your niche can help you quickly get established as an expert (as your name will be associated with the established expert's name), plus you'll get high-quality traffic coming to your site quickly.

7. Focus on Platforms You Own

One of your goals should be to build your audience on a platform that lets you reach out to your audience regularly. You can do this on a variety of platforms, but you should focus on the platforms you own. That way, you control it and don't have to worry about losing your contacts because a platform changed its rules or even went out of business.

Your first priority should be on building your mailing list. Once you've got a good list that's getting results for you, then you can focus on other platforms you own, such as your blog. Once that's getting results, then you can add other platforms into the mix, such as a Facebook Page or Group.

It's a good idea to send traffic from non-owned platforms to your owned platforms. In the example above, you'd encourage your Facebook followers to join your mailing list.

8. Build Relationships With Your audience

It's not enough to build a platform, such as a mailing list. Your goal with this list is to build relationships with your audience, which in turn builds trust and boosts your conversions over the long term. That's why you'll want to send out high-quality content on at least a weekly basis, to keep your name in front of your audience and to let people get to know, like and trust you.

If you want to get started on the right foot with your mailing list, or if you want to get better results from your existing efforts, then check out the Emailcome set of guides. These guides will teach you exactly how to attract the right audience, encourage them to join your list, and then turn your subscribers into cash.

Learn more at [[EMAILCOME LINK](#)]

9. Start Small

It's easy to spend a lot of time and money on a traffic method, only to realize you need to do something different in order to get better results.