

# **Three Proven Traffic Methods to Grow Your Business**

In our first lesson, you learned that there are multiple ways to generate traffic, including these three methods:

- Guest blogging.
- Paid advertising.
- Partner traffic.

Now in this lesson we're going to get down to the nuts and bolts of each of these strategies so that you can start putting them to work for you to generate traffic to your lead pages and sales pages.

Let's jump in...

## **Guest Blogging**

Guest blogging is all about publishing your content on someone else's high-quality blog. The blog owner gets free content, and you get free exposure to that blog's traffic.

So, how do you do this? By using my guest B.L.O.G. formula. The steps include:

- Step 1: **B**uild a List of Opportunities
- Step 2: **L**earn About the Blogs
- Step 3: **O**bserve the Guidelines
- Step 4: **G**enerate Effective Content

Let's take a closer look at each step...

### **Step 1: Build a List of Opportunities**

The first thing you need to do is uncover potential guest-blogging opportunities. This is actually relatively simple to do, since my blog owners are actively looking for guest-blog content. Just go to Google and search for your niche keywords (such as “bodybuilding” or “dog training”) alongside these sorts of keywords:

- Best guest blogging opportunities
- List of blogs that accept guest authors
- Guest blogging
- Guest articles
- Guest article submission
- Guest blogging submission
- Article submission guidelines

Once you have a list, then move onto the next step...

## **Step 2: Learn About the Blog**

Not every blog on your list is a good candidate for guest blogging. Now you need to research the blog (and the owner) to ensure you’re posting on a high-quality blog. Answer these questions:

- Is the blog well-known in the niche?
- Does it contain a lot of high-quality content?
- Does it seem to get a lot of engaged traffic (e.g., plenty of good comments)?
- Does the blog owner have a good reputation in the niche?

Cross off any blogs that aren’t high quality, and then move onto the next step...

## **Step 3: Observe the Guidelines**

Next, you need to read the follow the article submission guidelines to the letter. Many blog owners (especially those getting a lot of submissions) simply trash any submissions that don’t follow their guidelines.

For example, does the blog owner want you to paste the article in a contact form, paste it into an email or send it as an attachment? If you don't follow their preferred method, expect your submission to get trashed without the owner ever even reading it.

#### **Step 4: Generate Effective Content**

Now it's time to create your content. Once again, double check the submission guidelines to see if they mention any particular topics.

Next, go to the blog itself and spend some time reading the content that's already published. This will give you a feel for what types of content the owner prefers. For example, if nearly all the articles are tips lists with GIFs, then you'll need to come up with a fresh topic that's formatted as a tips list with relevant GIFs.

Check out these other tips:

- Cover "old" topics in a fresh way. Share an angle on a topic that's not already been covered a dozen times on the blog. In other words, give the blog owner a reason to choose your content for publication. You can coin a phrase, develop a formula, tell unique stories, share a unique case study, and make unique comparisons (e.g., "marketing is like dating...").
- Craft a good benefit-driven, compelling title. E.G. "3 Super-Easy Ways to Boost Your Metabolism Starting Right Now."
- Create engaging content. Use a conversational tone, tell stories to engage readers and format for easy readability (e.g., plenty of white space). Be sure to add graphics where appropriate.

Finally, be sure to use your byline as a mini advertisement to drive traffic back to your own website. One good way to do this is to offer "Part 1" of an article on the guest blog, and then offer "Part 2" on your lead page. You might also offer an expanded report or video.

E.G., "If you liked these 10 tips for rapid weight loss, then you're going to want to download this free video that reveals 10 more ways to boost your metabolism and get back in your skinny jeans! Click here to download it now for free..."

Now the next traffic strategy...

## **Paid Advertising**

Paid advertising is a good way to send traffic to your site, because you can generate a lot of highly targeted traffic pretty quickly – sometimes in a matter of an hour or two. Let's take a look at how to do it...

### **Step 1: Select Your Venues**

Your first step is to decide where you're going to place a paid advertisement. Here are a few options:

#### ***Facebook***

This popular site has a powerful ad platform that lets you focus in on your target market with a variety of demographics, interests, and even behaviors (such as whether someone visits the site using a phone, whether they've been to your site before, etc.).

#### ***Google Ads***

This is the popular pay per click platform that lets you place ads next to the organic search results and/or on websites in your niche.

#### ***Niche Sites***

Many sites in your niche likely offer paid advertising opportunities, often in the form of a banner ad, a sponsored ad on a blog, or similar. You can uncover these opportunities by searching for your niche keywords (such as "organic gardening") alongside search terms such as "paid advertising" or "place paid ad" or "purchase advertising."

Be sure you do your due diligence before placing an ad on a niche site. Talk to the owner about what sort of traffic they get, whether it's repeat traffic, and how they generate this traffic. Also look for evidence of a high-quality site and engaged visitors (such as visitors commenting on blog posts).

Next step...

## **Step 2: Set Up Your Ad**

You now need to create your ad. Depending on the venue, this may be a short text ad (typical for Google Ads), a text and graphical ad (such as you might place on Facebook), or a strictly graphical ad (such as a banner ad you might place).

Typically, a benefit-driven text ad is comprised of a headline, two or three short lines of copy, and a call to action. For example:

*Lose Weight the Easy Way*

*Now you too can lose weight without hunger pangs, without exercise and without feeling deprived. Request your free video by clicking here!*

If you're not skilled at writing ad copy or creating professional graphics

## **Step 3: Start Small and Scale Up**

No matter where you place your ad, don't dump your entire ad budget into a campaign right away. Instead, start small and scale up. You'll want to test and track these campaigns in order to produce a good conversion rate.

Specifically:

- Test your keywords if you're using pay per click advertising.
- Test your audience demographics and interests if you're using Facebook ads.
- Test the ad. This includes your headline, ad copy, graphics and call to action.
- Test the venue if you're using a niche site.

Point is, test every part of the campaign carefully. Once you have a venue and ad that produce reliably profitable results, then you can scale up and start investing more in these proven ads.

Now let's take a look at the next traffic-generation method...

## **Partner Traffic**

Here's a traffic method that's remarkably powerful, simply because trusted marketers in your niche are recommending your products. This is much more effective than paid ads, because the traffic you generate tends to arrive at your site very warm and presold on what you're buying.

While partner traffic can include joint ventures, for the purposes of this lesson we're going to focus on setting up an affiliate program. That's where you offer a commission for every paying customer that someone sends your way. You only pay after the sale is made, so there is no upfront cost to you.

Here's how to set it up...

### **Step 1: Choose Your Platform**

Your first step is to figure out how you're going to manage your affiliates. One good platform is ClickBank, which handles virtually everything for you. It has higher fees than other platforms, but it's also one of the most trusted platforms (which makes it easier for you to recruit affiliates). In addition, ClickBank handles most everything, including sending commissions to your affiliates and handling refunds.

### **Step 2: Hammer Out the Details**

Your next step is to figure out what sort of commissions you'll offer. In general, if you're selling digital goods, you should offer at least 50% to affiliates. You may reserve a higher commission rate for your very best affiliates (e.g., your super affiliates).

### **Step 3: Set Up Your Affiliate Center**

Now you need to create the tools your affiliates will use to promote your offer. This includes:

- A rebrandable report for affiliates to distribute.
- An autoresponder sequence.
- Standalone emails they can copy, paste and send.
- Social media blurbs.
- Presell blog articles.
- Graphical ads (banners and other sizes).

You should also aim to keep adding new sales materials on a regular basis (such as monthly), as doing so will help keep your affiliates enthusiastic and promoting.

### **Step 4: Recruit Affiliates**

Now you need to start building your affiliate team. The first method is to advertise your program widely, including all throughout your website. This includes:

- Blogging about it.
- Putting a permanent link for your affiliate program on most pages of your website (except sales pages).
- Telling your list about it.
- Telling your social media contacts.
- Inviting your existing partners to join your affiliate program.
- Joining an affiliate group or forum and, where allowed, posting information about your program.
- Getting your affiliate program into an affiliate directory (including ClickBank's directory, if you're using that platform).
- Getting your program announced on JV (joint venture) sites.

*TIP: You can also directly approach the super affiliates in your niche and ask them to join your program. Be sure to focus on the benefits of your program, and consider offering higher commissions to these partners.*

You can also hire an affiliate broker or manager to help you build your affiliate program. You may pay a set amount per month, or pay a set amount plus commissions on sales from affiliates they've recruited.

## **Step 5: Motivate Affiliates**

As you work on building your affiliate program, you also need to focus on keeping affiliates motivated. To that end, you can take the following steps:

- Send new copy-and-paste sales materials to affiliates on a regular basis (such as monthly).
- Provide training materials for new affiliates to teach them how to make money with your program.
- Keep creating new products so that affiliates always have something "fresh" to promote.
- Hold affiliate contests to generate sales.
- Give coupon codes for your affiliates to distribute.
- Hold other sales, such as flash sales (be sure to let affiliates know well in advance of these sales).
- Send out weekly emails to affiliates to encourage them to promote.
- Showcase successful affiliates in your program to motivate other affiliates.
- Track and test your sales pages so that your offers have high conversion rates, which is very attractive to affiliates.
- Offer commissions on your upsells/cross-sells, which again is very attractive to affiliates.

Now it's your turn...

### **Your Assignment**

Your assignment for this lesson is to choose ONE of the traffic methods above and start implementing it. For example, if you choose guest blogging, then today I want you to research and create a list of potential guest-blogging opportunities.

Just focus on one method. Once you get one method up and running, then you can add other methods to grow your traffic.



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