

101+ TIPS AND TACTICS TO GROW YOUR Web Traffic

Learn how to attract a ton of visitors to your site for free without paying Google or Facebook



jeff bullas
WWW.JEFFBULLAS.COM

“Learn how to attract a ton of visitors to your site for free without paying Google or Facebook”

These are the hacks, ideas and strategies I have used to attract **over 16 million visitors to my blog** over the last 4 years without spending a cent with Google or Facebook.

101+ TIPS AND TACTICS TO GROW **YOUR Web Traffic**

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So you have just set up your blog, online store or website. But all you can hear is the sound of crickets. No clicks, comments or meaningful traffic.

That self-published e-book, guide and online course is not being downloaded or selling like it should.

That dream of a Caribbean holiday is on hold.

Your significant other wonders why you are spending all that time late at night writing, tweeting and twerping but with nothing to show for it. Maybe it's not time to give up the day job.

So...should you pack it in and give up the dream?

Building a business online is not a “get rich quick” scheme and it has become a serious business that a few years ago was seen as only an activity for geeks. Many people are now making some serious money online. The Huffington Post was sold for over \$300 million,

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bloggers such as Sykes, the Gothamist and Smashing Magazine are [making 7 figures](#).

But where do you start ? You need [traffic](#).

Old fashioned high street retail businesses needed passing foot traffic to make sales. The greater the passing crowd the more money they made.

You need web traffic.

So...how to get it?

Traffic building is both a slow burn and also can grow quickly if you are lucky. Traffic from search engines takes time to earn, while traffic from social can produce viral traffic if you happen to hit the right emotional buttons. Get published on an online influencer's site or a major online media portal like Forbes or Huffington Post and a small blog can double it's traffic for a few hours.

This e-book is not the silver bullet for building and attracting free traffic online.

Getting a healthy stream of visitors to your site is a journey and not a quick fix.

This takes time to earn and is a journey of years.

- Organic search engine traffic that comes from ranking high in a Google search
- Traffic from your social media foillowers and networks
- Referral traffic from people linking to your website and blog.

Your primary goal should be to “**convert paid and earned traffic**” that arrives at your website and “**convert it into owned traffic**”.

That is “your” email list.

This can be done by converting traffic through a call to action such as a webinar, e-book or premium content that requires registering or subscribing via an email.

You can pay for the traffic or your can earn it.





It doesn't matter whether you are a small blogger or a big brand. The money is still in your "owned" email list.

In this book I reveal 101+ tactics including social media, search engines, email, joint ventures and more... to drive traffic to your website, blog or online store from "**earned and owned traffic**".

These are the hacks, ideas and strategies I have used to attract over 16 million visitors to my blog over the last 4 years without spending a cent with Google or Facebook.

With your email list you can reach your customers "*when you want,*" and not at the mercy of Google or Facebook algorithms! You have control.

Neglect this strategy at your peril.

Here are 7 different strategies we will cover that together are more than the sum of their parts. You will not have to implement all of these to build a steady stream of visitors.

1. Social media

Social media offers the promise of attracting global traffic and is one of the best ways to attract traffic quickly if you know how. In this section you will find tips and tactics from the major social networks and other ones that may surprise you.

2. Search

Search engines are often ignored because it takes time to build traffic from search. The reality is that over time it can be a source of over 50% of your traffic. We will show you the essentials you

need to know to do this from day one. Research shows that many sites get 300% more traffic from search engines than social.

3. Email

Email may not be new and exciting like social, but building an email list that brings visitors to your site when “you” want them, rather than paying for it or at the whim of Facebook’s algorithm, is essential.



4. Partnerships and collaboration

What is important to realise is that the social web allows you to work with other bloggers and businesses to reach each other's customers. These partnerships or collaborative relationships will amplify and multiply your marketing.

You don't have to do it all on your own.

5. Content marketing

Content marketing is the new "black" when it comes to driving traffic. It's about attracting traffic rather than chasing it.

6. Mobile

Don't forget that a lot of people are now reading, buying and sharing on mobiles. We will include some top tips for making sure you can grow and maintain web traffic from mobile devices.

7. Social proof

Social proof marketing is not new but often forgotten. It also is a powerful factor in driving more shares and hence traffic.





1. Social media

The channels and networks you concentrate on will vary according to your business target audience.

Facebook, Twitter, LinkedIn, Instagram and Pinterest all need to be considered.

Your website or blog needs to be considered as your hub that you want to attract traffic to. You need to both publish and optimize your social networks to bring traffic back to that home base that you own – your website on your domain.

Let us look at the following tactics for building a global distribution network to reach prospects and fans and attract that all important traffic.

It's like building your own media company.





FACEBOOK

Growing your Facebook “likes” combined with fan engagement and contagious content that begs to be shared is one way of earning attention online and driving traffic to your blog.

The value of “likes” has diminished due to Facebook reducing its organic and earned reach but it is still worthwhile growing your following on your Facebook page to drive traffic from your Facebook audience to your website, online store and blog.

Earned marketing tactics

Here are some tips for improving your organic Facebook reach by attracting more “likes” and driving shares.

1. Ensure your profile and “about” tab is clear and linked to your “owned” portal that displays your credibility and expert content
2. Run a competition that also encourages a “like”



3. Ask open questions with a photo in your Facebook updates
4. Include a Facebook widget on your website or blog in a prominent position that can be “liked” without visiting Facebook
5. Link to your Facebook page in your emails and newsletters
6. Promote your content on Facebook to your Twitter followers by tweeting the Facebook posts
7. Update your Facebook page several times a day
8. Post visual content

This tactic is one way to get Facebook posts to “go viral”.

But you can’t count on hitting home runs every time you turn up to bat.

This mini-infographic, included as the image for a blog post published to Facebook got a lot of attention.

jeffbullas.com
 Posted by Jeff Bullas [?] · February 11 at 12:17pm · 🌐

10 Essential Skills a #SocialMedia Manager Needs on Their Resume
<http://ow.ly/IQlcp> #marketing #smm #marketingtips

"The Life of A Successful Social Media Manager"

5:00 AM Updates Client page 	7:00 AM Checks Emails! 	8:00 AM Listens to Good Music
9:00 AM Keeps updating the idea bank! 	10:00 AM Shares interesting News 	11:00 AM Comments on client FB & Twitter Pages

25,720 people reached Boost Post

Like · Comment · Share · 👍 259 💬 11 ➦ 107 🏆

Another visual tactic on Facebook which is an “oldie but a goodie” is turning text quotes into images and just posting them to Facebook.

Here is an example:



9. Provide a prominent icon on your blog or website that links to Facebook
10. Include your Facebook links on your free e-books
11. Create and form a small group on Facebook, dedicated to sharing each member’s new article on their own specific day
12. Capture emails by setting up and running a competition in a matter of minutes using an [app like Heyo](#). See the image on the next page for how it looks.

BURTS
BRITISH POTATO CHIPS
HAND COOKED WITH CARE

WIN A BAG OF BURTS SEA SALT POTATO CHIPS AND A HAND CRAFTED POT OF CORNISH SEA SALT!

CONTEST COUNTDOWN

00 22 59 15
Days Hours Minutes Seconds

1. ENTER EMAIL BELOW:

SUBMIT

2. CLICK TO LIKE Like 195

3. CLICK TO SHARE

4. CLICK TO TWEET

To celebrate the fact that we now use Cornish Sea Salt in our Sea Salted potato chips, we're giving two lucky winners the chance to win a bag of Sea Salted Burts Chips and a Cornish Sea Salt Pig full of, you guessed it, Cornish Sea Salt! Simply fill in your details to the left and you could be in with a chance of winning!

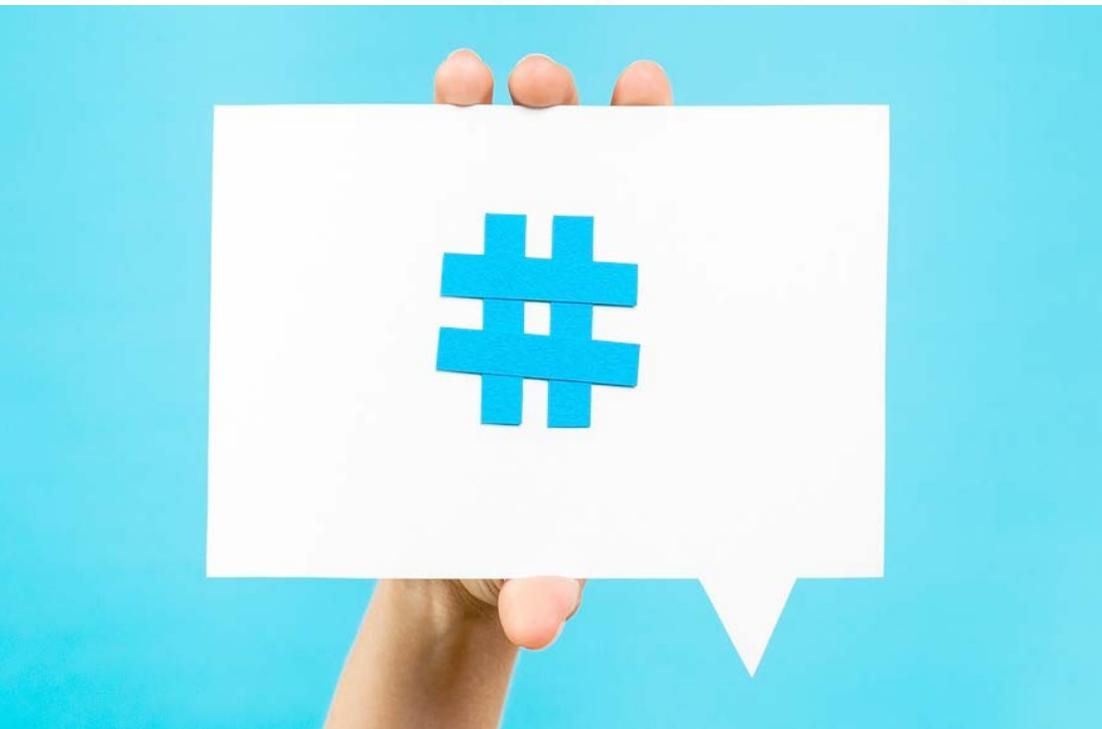
Ends Midnight, Thursday 15th May 2014. Open to residents of the UK, Republic of Ireland, Channel Isles or Isle of Man aged 18 or over and not an employee or agent of Burts Potato Chips or...

More reading:

[10 Facebook contests that captured 10,000 emails](#)

[30 Facebook Timeline Contest Ideas That Drive Likes and Comments](#)





TWITTER

[Twitter](#) allows an unfiltered stream of tweets. So, the better the headline and the larger the following on Twitter, then the bigger your distribution networks.

It is still easier to earn traffic from Twitter than Facebook without paying for it.

Twitter tactics

Here are some Twitter tactics that will assist you in growing your site traffic without having to pull out the credit card.

1. Ensure your profile on Twitter links to your major “owned” online portal. This could be a website or blog
2. Create tempting headlines
3. Include [#hashtags](#)
4. Leave 20 characters in your tweet so people can easily retweet without cutting and pasting

5. Tweet content that adds value to your audience. It can be inspiring, informative (news), entertaining or educational
6. Quotes are a great way to encourage a Twitter following
7. Tweet images and pictures. Why?

If you are just tweeting text, links and hashtags then you are leaving a lot of traffic on the table.

Here are the stats on why you should be tweeting with images in the Twitter stream.

1. **First I took a sample of 15 tweets without images**

These included a headline, link and a hashtag.

Example of a normal tweet (this had 7 retweets)



2. Then I looked at 15 tweets with images.

Example of a visual tweet in the stream (This had 38 retweets)

Then I compared the results.

The tool I used to measure the results was Twitter's own "[Twitter Analytics](#)".



 **Jeff Bullas**
@jeffbullas Follow

What is the State of #ContentMarketing for 2015?
ow.ly/JTv19 #marketingtips #marketing

7:21 AM - 5 Mar 2015

38 RETWEETS 29 FAVORITES



Metric 1: Increase in “impressions”

Impressions is defined as, “Number of times users see the Tweet on Twitter”

- Average impressions for tweets without images: 2,183
- Average impressions for tweets with images: 6,473

Result: The percentage increase of a tweet with image over a tweet without is a substantial 197%.

Metric 2: Increase in “engagement”

Engagement is defined as, “The total number of times a user has interacted with a tweet.

This includes any clicks anywhere on the tweet. These include hashtags, links, username and Tweet expansion. Retweets, replies, follows and favorites”.

- Average engagement for tweets without images: 31
- Average engagement for tweets with images: 211

Result: Increased percentage for “engagement” of a tweet with image over a tweet without is a staggering 581%.



Metric 3: Increase in “engagement rate”

Engagement rate is defined as, “*The number of engagements (clicks, retweets, replies, follows and favorites) divided by the total number of impressions.*”

- Average engagement rate for tweets without images: 1.47%
- Average engagement rate for tweets with images: 3.1%

Result: Increased percentage of a tweet with image over a tweet without is a significant 111%.

Now, no matter how you look at it, the increases are remarkable. If I could increase my financial investments by that amount by one small change I would be ecstatic!

Example of a visual tweet: A mini infographic

Mini infographics that display well in a tweet can be very effective.



Result: 46 retweets and 43 favorites.

The result of this is a boost in impressions and “increased traffic” from Twitter!



More Twitter marketing tips to boost traffic

- Make it easy for people to follow you from your blog or website and include a prominent link to your Twitter account. Place it at the top rather than burying it down the bottom
- Include a link to Twitter in your email and newsletter
- Use the law of reciprocity. Follow other people that match your target audience. When you follow them they will notice and some will follow you back. Tools like Tweepi are great for this. I use the paid version which only costs around \$15 a month.



More reading:

[How to Build a Targeted Twitter Tribe of 100,000 Followers](#)

[40 Ways to Increase Your Twitter Followers](#)





LINKEDIN

LinkedIn will not be your major source of traffic and for me it sits at number 3 behind Facebook as a social media referral platform.

LinkedIn has also opened up its platform to content creators with its [publishing platform](#). This has made it more content centric and open.

Here are some tips to grow your distribution network on LinkedIn and attract more traffic from this source.

LinkedIn tactics

1. Invite connections by email
2. Update your status daily
3. Participate in (or start) a LinkedIn group discussion
4. Follow influencers and ask or answer questions on their posts
5. Join and focus on 3-5 relevant LinkedIn groups
6. Send one new invite daily



7. Prominently display your contact information
8. Endorse people you know
9. Promote your LinkedIn profile including card and email signature
10. Tweet your LinkedIn updates
11. Include the 3 links to your website/blog and other key social networks such as Facebook. These can be used to send people to a landing page that you want to take them to

12. Publish your best blog posts on LinkedIn's publishing platform. (These can be linked back to your blog and attracts more traffic. This particular post on LinkedIn has now produced nearly 300,000 views and 1,000 comments.



Jeff Bullas 500+ connections
 CEO at Jeffbullas.com Pty Ltd
 Sydney Area, Australia | Marketing and Advertising

Current	Jeffbullas.com Pty Ltd, jeffbullas.com
Previous	Infinity Technologies, Optus, Amicron
Education	Avondale College
Recommendations	6 people have recommended Jeff
Websites	<ul style="list-style-type: none"> Social Media & Content Mktg ← Marketing Keynote Speaker ← Book Blogging & Social Media ←

3 website links



Jeff Bullas
CEO at Jeffbullas.com Pty Ltd

Why You Should Forget Facebook

May 05, 2014 | 273,495 views | 2,848 likes | 968 comments

Tweet 1,612 | Share 3.4k | 8+1 | 756 | in Share 10K



Also when they go to read your article published on LinkedIn, make sure you link back to your website or blog. Here is an example of how I do it at the bottom of the post.

About Jeff: He is a blogger and CEO at Jeffbullas.com and is an author, strategist and keynote speaker and works with companies and executives to optimize their online personal and company presence and brand with digital, content and social media marketing.

- His blog is read by 4 million visitors a year
- He is listed in the "Top 50 Social Media Power Influencers" 2013 on Forbes.com at #11
- Published in the [New York Times](#)
- Listed on the Huffington Post as one of the "Top 100 Business, Leadership and Technology Twitter Accounts You Must Follow"



More reading:

[Why LinkedIn's Publishing Platform May Surprise You](#)

[Personal Branding on LinkedIn: 10 Mistakes to Avoid](#)



Google+

GOOGLE+

Google+ is Google's social network that was designed to create a social media foundation that would help Google capture important demographic information.

It also helps Google determine by the "Plus ones" what content is valuable. It is not a major traffic generator for me but does need to be optimized. Here are a few tips.

Google+ tactics

Here are some easy tips to bring some traffic from Google+.

1. Complete your profile as it adds credibility
2. Include follow buttons on your blog
3. Follow other people in your niche
4. Add people to your circles
5. Publish engaging content daily
6. Comment in communities
7. Comment in Google+ Hangouts
8. Start and promote a hangout.



More reading:

[53 Ways to Market Your Google Plus Hangout on Air](#)

There are many other social networks that can drive traffic and these include Pinterest (great for ecommerce sites), Instagram and a host of others. But we won't cover them in this e-book.



SEARCH ENGINE OPTIMIZATION

2. Search

Organic search engine traffic can often provide over 50% of your traffic for free if you have a well-optimized plan and strategy. Today, on my blog it brings over 55% of my total traffic. It wasn't like that when I started but as you earn authority with Google you can build your search engine rankings.

Research shows that search engines often bring 300% more traffic than social media for most websites.

So starting to work on attracting traffic from search engines is not to be ignored.

From day one I would recommend that you optimize your website or blog for search engines.

Organic search is earned.

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A new website has no online authority and will receive little or no traffic naturally from search engines on day one, week two or even month six. But you need to start building search engine authority. Make it a priority.

The better your content, including [long form](#) blog articles and [guides](#) with 1,000 plus words, the more attractive you are as an industry resource.

Your aim?...Become a reference and the “go to” portal for your industry or niche.

As other websites link to your content, over time you earn your page rank. Google measures this through many measurements (called algorithms). But the main way search engines start giving you some online authority is the following:

- The quantity of websites linking to your site
- The quality of the websites linking to your owned online assets such as website, blogs and online stores. If the New York Times links to you then Google takes a lot of

notice. If a shepherd from Mongolia links to you then that’s OK but it doesn’t carry the same weight.

A tool I use to check how many domains and referring (inbound) back links are pointing to my site is the [Ahrefs.com tool](#).

- 214,000 backlinks
- 7,000 referring domains



This is a continuous, patient and persistent task that takes years. Sorry to disappoint you! But it is about “earning” authority. It takes time and there is no quick fix.



Sometimes you will feel that nothing is happening. You need to press on and keep producing content and growing your own distribution networks of email and social. That is how people discover and link to you.

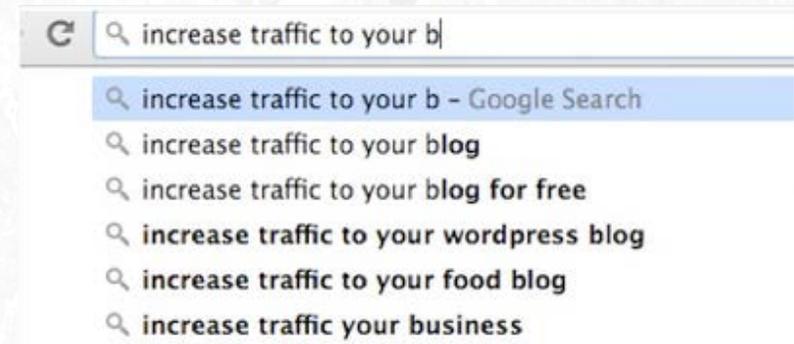
It's called organic link building.

SEARCH ENGINE TACTICS

To keep it simple here is how you start.

Top tip 1:

Choose 25-50 keywords and phrases that prospects would be using in your industry to find in search results. This can be as simple as starting to type into Google.



Then create content around those phrases that you will include in your blog posts and website pages.

A couple of long tail keywords that look interesting here are:

- 'Increase traffic to your blog for free'
- 'Increase traffic to your WordPress blog'

Now there are hundreds of different combinations you could go at. You could change the word 'your' to 'my', or you could put 'How to' at the beginning!

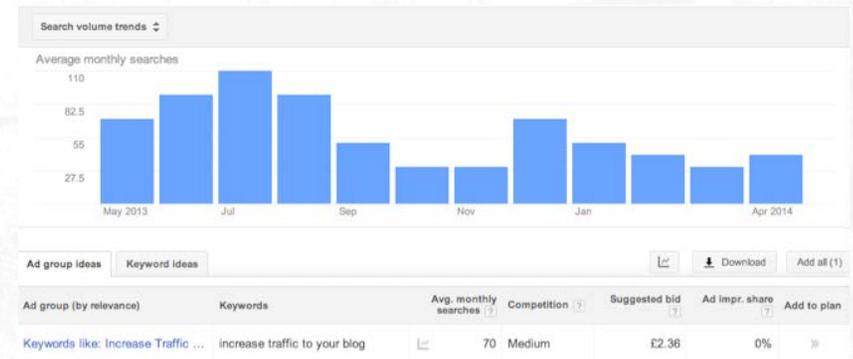
Again, you can get a good idea of the long tail keywords that people are searching for!!

You should always target long tail keywords rather than 1 or 2 word keywords that are too generic.

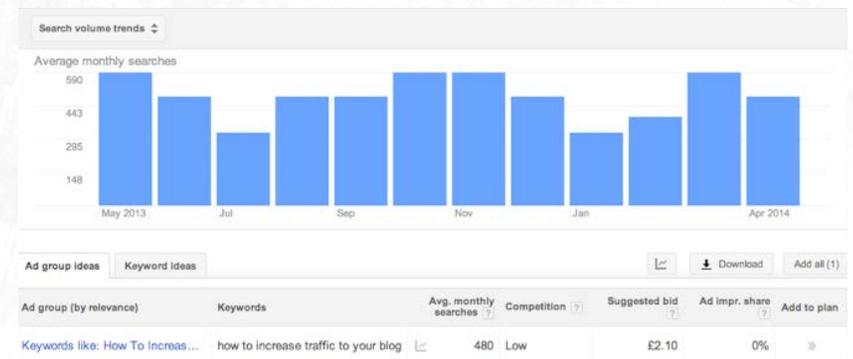
Those are often too competitive!

Now that we have a few long tail keywords we can now see what kind of traffic they get. There are a few different tools available that predict the traffic that keywords get. You can use [Google Keyword Planner](#) to see past data and search volumes.

Here is an example. I have searched for the keyword 'Increase traffic to your blog'



Not bad, but look what happens when I put the words 'How to' before this keyword?



The average monthly searches have just shot up to 480 from 70, yet the competition seems to be lower!!!

Now I only take information like this with a pinch of salt, but we have certainly uncovered a nice keyword that we can target with our article!!

Interestingly, using the word 'my' instead of 'your' only showed an average monthly search of 30!!!

TOP TIP 2:

If you have a WordPress then some free plugins “[All in One SEO](#)” or the one I now use called “[Yoast](#)” – WordPress SEO, are great and simple to use tools.

Here are 7 key elements for optimizing each blog post prior to publishing to give yourself the best opportunity to rank for the keyword you have chosen.

Also I recommend that you target 2 long tail keywords for each post!

1. **PAGE TITLE** – Make sure you include your keyword or part of your keyword in the page title.
2. **FIRST PARAGRAPH** – Always include your keyword in the first or 2nd paragraph.
3. **HEADINGS** – Include your keyword in at least 1 of your headings.



4. **SEO TITLE & DESCRIPTION** – If you use an SEO plugin such as [All in one SEO](#) or [Yoast](#), you can fill out the title and description section. Make sure to include your keywords here as Google will use this to help identify what your page is about. Here is an example of what it should look like.

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview: [22 Social Media Facts and Statistics You Should Know in 2014 - ...](#)
[www.jeffbullas.com/2014/01/11/20-social-media-facts-and-statistics-you-should-know-in-2014/](#)
There was a tipping point last year. It has implications for publishing and marketing. Here are some **social media facts and statistics** to kick off 2014

Focus Keyword:
Your focus keyword was found in:
Article Heading: **Yes (1)**
Page title: **Yes (1)**
Page URL: **Yes (1)**
Content: **Yes (1)**
Meta description: **Yes (1)**

SEO Title:
Title display in search engines is limited to 70 chars, **-10** chars left.

Meta Description:

Before hitting "publish" you need to optimise for search engines.

1. Focus keyword is in the article headline
2. Focus keyword is in the page URL
3. In the content
4. In the meta description
5. In the image alt tag

5. **BODY TEXT** – It's important that you don't overdo it here. Keyword stuffing is not good and may get your page penalised! Luckily we had already written our article before we did the keyword research, so you shouldn't have any problems here!!
6. **IMAGE ALT** – Your posts should include a number of images, but it's important that you optimise these images correctly because Google cannot read an image like we can. Therefore we have to tell Google what the image is about. In the ALT text you should include your keyword and variations of your keyword. Make sure you do this with at least 1 image.

7. **INTERLINK YOUR PAGES** – This is something you should be doing every time you publish a new post, and that is to interlink between your blogs posts. Not only does this pass link juice between your pages and let it flow through your site, it also makes it easier and quicker for Google to index your pages!!

So what are some other tips to bring free organic search traffic to your website or blog?

1. Make sure that your website designer and developer includes those terms in the major headings in the site so that search engines can discover them
2. Make sure that the content is so good that people want to share it and link to it
3. Promote that content on social networks so that people discover it and link to it
4. Allow other bloggers to syndicate or post your content on their websites that link back to your site or blog

5. Offer to guest post for major and influential blogs
6. Create valuable long form content that is 1,000 to 2,000 words or even more that is such a great resource people and bloggers have to link to it. Become the “resource” for your industry
7. Make sure that your content is unique to your site when publishing.

For more information read

[The Marketing Strategy for Bloggers with No Money](#)

[The One Big Thing Some of the Best Content Marketers Forget](#)

[The 4 Key Steps the Pros Use to Get Traffic From Search Engines -50 One Sentence SEO Tips for Bloggers](#)





3. Email

The reduction of organic reach on social networks such as Facebook (for more information read “[Why You Should Forget Facebook](#)“) is making organisations reconsider their sole focus on social media. It means building not only your social media presence on other networks but also building your email list.

Multi-channel marketing will reduce your risk and extend your online reach and build your traffic.

So how can you use email to drive traffic and create online attention?



Email marketing tactics

1. Create a free e-book and offer it to anyone that subscribes to your email list
2. Turn your homepage into a massive subscribe form
3. Use a non-annoying pop-over which appears 20-30 seconds after a visitor hits your blog post
4. Use a pop-over that asks people to subscribe



FREE UPDATES

Get my latest articles delivered to your email box and get the **FREE** "8 Key Steps to Blogging Mastery" ebook!

I reveal how I grew my blog traffic to over 4 million visitors a year and other key tips and tactics

Enter Your Name

Email

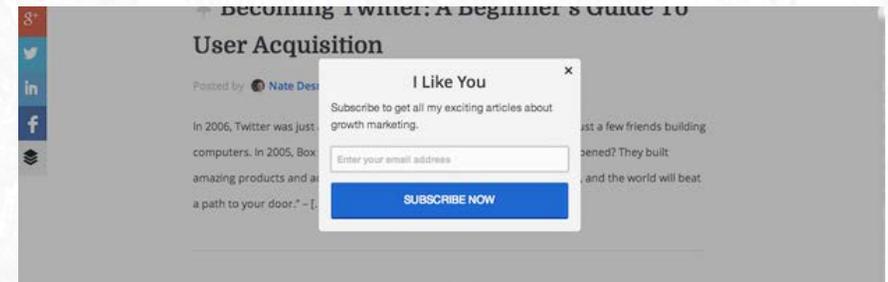
SUBSCRIBE

One great tool is [List Builder](#) by SumoMe. It's totally free.

With very little setup, this free popover plugin can provide a 4% to 5% conversion rate from visitor to subscriber!

Simply install the code snippet, edit the wording and coloring, and, wah lah, your email list will start growing.

This is what a popover looks like.



Popovers work extraordinarily well because they grab your readers' attention much better than a sidebar signup or even a homepage form.



5. Place a subscription box at the end of all your blog articles
6. Give amazing value in your writing
7. Create a strong incentive to subscribe

Think back over the dozens of subscription forms you've seen this week. Chances are, most of them said something like "Get our latest posts!".

Chances are also pretty good that you didn't sign up.

If you want your email list to stand out (hint: you do), take the time to create a massively valuable subscription incentive.

KISSmetrics

First Name *

Last Name *

Email *

Company name *

Company Size *

Business Type *

Company Website *

Phone *

Would you like a demo of KISSmetrics? *

Send Me My PDF!

150 Conversion Optimization Case Studies

There are millions of tests being run on the internet right now. If you recently visited 10 separate websites, chances are at least 3 of them were running a test. This means that you, as a visitor, were subjected to some sort of experiment. What was tested is unknown. But, just by visiting a website, your actions were recorded and tallied against other visitors.

Websites are testing for the purpose of optimization, whether to obtain more customers, encourage someone to click on a headline, or move someone to perform another action. When you visited one of the sites, you automatically were included in the experiment. Many of the tests resulted in some type of a business outcome, such as acquiring more customers, leads, or increasing sales. And, lucky for us, many of these tests were released.

This guide has 150 separate case studies, each with an explanation of how the website was optimized. Everything from landing pages to headlines to forms and buttons are in this guide. I've organized these tests into categories.

To get your hands on the 150 Conversion Optimization Case Studies, let me know who you are by filling out the form to the left. Then we'll send the PDF right over.

Enjoy!

Lars Lofgren
Growth Manager
KISSmetrics



Here are a few incentives you can use for your email list:

- E-books
- Recordings
- Cheat sheets
- Videos
- Email series

The best news is, you don't even have to spend a lot of time slaving over your giveaway!

Simply take something you've already written and edit it as needed to transform it into something else!

For instance, if you have a really long, detailed blog post, you can turn it into a valuable e-book by simply editing it into the right format and adding a bit more information.

Some more tips on optimizing your email marketing to grow your website traffic

- A/B test key elements: Test and see if e-book "A" works better than e-book "B"
- Build relationships with your current subscribers and they will keep coming back
- When sending out your blog posts via email make sure you only include the first paragraph or excerpt that is tempting enough to make people click the hyperlinked call to action to read the rest of the article. An example is ..."*Click here to read the rest of the article*". Don't give them everything in your email. That will drive traffic to your site
- Leadpages.net is a lead generation platform that makes it easy to customize landing pages (and already optimized templates). The pages can capture emails and be connected to your email platform such as Aweber or Mailchimp.



The Internet's Easiest 'Next Generation'
Lead Generation Platform

PLAY OUR VIDEO

CLICK HERE TO GET LEADPAGES™ NOW

More in depth reading:

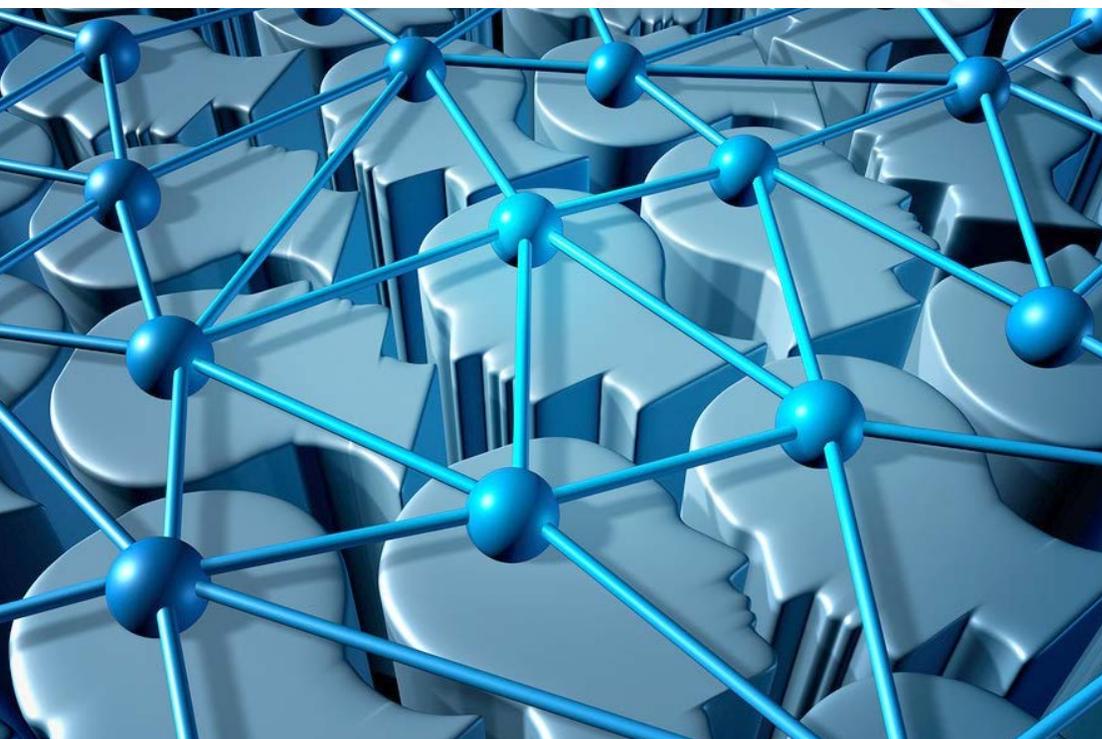
[How to Double Your Email List With Facebook in 4 Simple Steps](#)

[6 Tips to Grow a Large Email List](#)

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4. Partnerships and collaboration

Attracting traffic to your website on your own is a challenge but if you collaborate and partner you can obtain even more traffic. In this section we will look at some key ways to collaborate with other people and businesses to get that all-important website traffic.

Building an online business, creating and building a blogging audience can be a lonely experience. We are connected to the world with social networks and high-speed mobile networks but sometimes sitting in the home office can feel like you're the man on the moon.

The feeling may be real but the social web and the sharing and trust economy has moved the dial on opportunity from scarcity to abundance. Your networks are now global and "collaborating" instead of "competing" is the new marketing black. You can now reach



a global audience for free on social networks such as Facebook, Twitter or Instagram.

What is also important to realize is that the social web allows you to work with other bloggers and businesses to reach each other's customers. These partnerships, joint venture or "collaborative" relationships will amplify and multiply your marketing.

One aspect of this type of Internet marketing is often called "affiliate marketing". Affiliate marketing in the past often had a bad brand image as scammers and spam artists were seen to be offering bad products for high prices with little value. "Get rich quick" schemes were offered and the gullible were drawn in.

On the web this still happens but as the Internet is still a microcosm of society this will always happen.

Over the last few years platforms have developed that provide credible and trustworthy technology

that now allows collaboration to be done efficiently and securely.

These include collaborating technology platforms such as "Clickbank" and payment gateways like PayPal, that ensured secure and safe transactions.

How collaboration can leverage and amplify

Think about this for a moment. If you were able to work with 10 other bloggers or business owners who already have relationships with the customers you want to reach and who have 10,000 emails each, and you have 10,000, then you have just connected to a network of 100,000. That is an increase of 1,000 percent!

This can drive huge focused traffic if you choose to collaborate. We all have different customers and all have different strengths.

This has to be done with high quality content and must be done with care, credibility and trust.



“Your network is your net worth” – Porter Gale

So where do you start to attract traffic by collaborating?

There are a variety of models. One model is the “*guest blogging*” model. Bloggers are time poor like almost any business. So offer to help them save time and add value by writing an article for their blog.

What are the benefits?

Here are 5 main benefits.

- You will gain attention and access to their audience.
- When you write an article your author “bio” will link back to your website/blog (make sure that you kindly request this when

approaching the bloggers you want to write for). This is in essence also a link building strategy and builds your “SEO” authority.

- If you provide an awesome article (and I am sure you will) that is a “resource” in your niche. Then other people who discover you will also link to your website or blog. Again building links and “earned” search engine ranking.
- Another peripheral benefit is that you will create credibility and trust through association with writing for that blog.
- Build a relationship with the blogger that will lead to potential revenue opportunities by later being able to partner and sell your products to their audience.



THE GUEST BLOGGING (WRITING) MODEL

It's simple in essence but will require some work. Be prepared to spend a lot of time writing if you really want make an impact. People such as Danny Iny have written 30-40 blogs over 6 months and have produced a ton of traffic as a result. Not to mention the increase in credibility and social proof.

The steps

1. Identify people such as bloggers and online influencers in your niche that have loyal online followings.
2. Approach them either through an introduction or an email.

This email is crucial for your chances.

- Open your email by praising them for all the work they do in adding value and helping their online community.
 - Briefly introduce yourself (not more than 2 lines).
 - Mention that you have been featured on some of the most credible blogs of your niche including (blogname – 1), (blogname – 2) etc. If you don't have this yet then use other social proof or examples to establish trust.
 - List the links of your guest posts on all the top blogs as samples.
 - Leave a link to your own blog at the end of the email for more samples.
 - Suggest 3 topics.
3. After acceptance to submit an article, make it easy for them to publish by including images and ensure it is well written and free of grammar and spelling mistakes.

Persist

Writing just one article will not be enough. Be prepared to persist and the benefits will come!

That means:

- More traffic
- Increased credibility
- More trust

The potential backend to guest blogging

Once trust is created, that relationship can lead to you being able to sell your products to each other's database and email list. Remember that we mentioned "affiliate marketing" at the beginning of this section.

One of the best ways to do that efficiently is to package your knowledge, experience and "IP" into a digital product.

Why digital products?

What's great about digital products is that once created they cost nothing to produce and almost nothing to distribute on the web.

These include:

- E-books
- Online training
- Monthly subscription portals that provide resources and training.

The typical standard share for revenue splitting is 50%. The digital product creator keeps 50% and the promoter keeps 50%, and this is tracked via affiliate links that can attribute the sale back to the source of the first click.



What if you don't have a "digital" product?

If you don't have a product but just have an email list at this stage then promoting your partner's product at first works well. There are bloggers and online businesses that do that and make 6 figure incomes from that alone!

More reading

[4 Key Steps the Pros Use to Get Traffic From Search Engines](#)

[How to Enhance Your Brand Image, Get More Clients and Command Higher Rates](#)

[6 Simple Tips to Rank High in Google's Search Engine](#)





5. Content marketing

Content marketing is the new “black” when it comes to driving traffic. It’s about attracting traffic rather than chasing it.

When I started my blog 6 years ago it was called “inbound marketing”. It’s about pulling traffic to you with awesome content that is promoted on social networks.

In essence content marketing means you need to start thinking like a “publisher”

Content will also improve your SEO (Search engine optimisation) for your blog and this drives “organic” search traffic when you are found in search results. It also leads to referral traffic when people find your content is so good that they “link” back to your articles.



Content marketing tactics

So what are the key content marketing tactics to attract traffic?

1. Create tempting headlines that drive “clicks”. I can’t stress how important developing and continuing to hone this skill is.
2. Make sure you have social sharing buttons that are “very” visible at the top, or a floating bar on the side. (Don’t hide them down the bottom.)
3. After publishing, share your content in as many appropriate social networks as possible.
4. Write long form content. [Google is rewarding long form content](#) (some say 1,500 words or more) by ranking it higher in search engines.
5. Create evergreen content. This allows you to keep tweeting and posting it on a recurring basis over time to social networks and hence builds more traffic from one piece of content.
6. Turn one piece of content into multiple formats. A written blog post can be turned into a podcast, a Slideshare presentation, video and even an infographic.
7. Create or use “infographics”. People love to share quality visuals. They also tend to be embedded and hence continue to drive referral traffic.
8. Re-purpose your blog posts or articles into a more visual content.



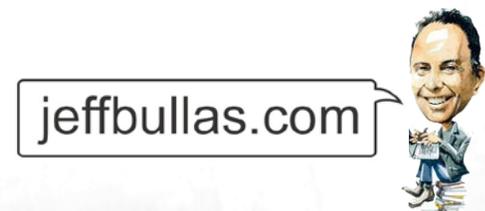


More reading:

[This Content Marketing Tip Is Worth Gold. You Won't Believe What Happened-6 Ways Brands Can Amplify Their Marketing With Flipboard Magazines](#)

Flipboard is one way to do this. The magazine app Flipboard now allows you to create personal Flipboard magazines that link back to your blog posts. The result is more traffic. I have been doing this for a while now and sometimes the organic earned traffic exceeds what is coming from Facebook.

101+ TIPS AND TACTICS TO GROW **YOUR Web Traffic**





6. Mobile

I was speaking at a conference and a young “20 something” said, “*I tried to subscribe to your email list on my mobile and I gave up. It was too hard!*”

I realized that something needed to be fixed.

Don’t forget that a lot of people are now reading, buying and sharing on mobiles. Many people have large mobile phones (often called “phablets” because they sit in size between phones and tablets) and they can read while travelling on the train bus or even on the beach.

The price of designing and developing apps and mobile sites are now not that expensive so making sure that you are optimizing for a mobile world is vital.



MOBILE TACTICS

1. **Make it easy for people to share your articles when reading on a mobile.**



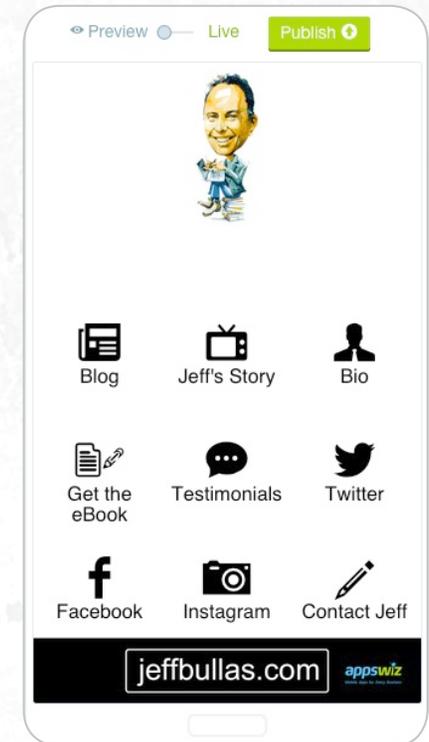
Apps like those from the Sumome.com [sharing tool](#), are optimized for mobile so people can easily share your content from their smartphone.

Don't forget it's not just email and social, as the rise of "Whatsapp" and other new age messaging platforms needs to be in your sharing optimization plans.

2. **Create a mobile "app" for your site**

This will make it easy for people to receive reminders about your latest articles, videos and blog posts, or even special offers. These small tweaks may not seem like much, but combined you will find it will double or triple your traffic over time.

It will also be a constant "brand" reminder on the screen of people who download your app.



3. **Build your website or blog (or re-design it) with a “responsive” WordPress theme**

This will also make it easy for people to both share and subscribe via social or email.

This is what happened to my mobile traffic by simply changing to a mobile responsive design.

It went up by over 333%.

This is a shot of my Google Analytics for the increase in mobile traffic.

2. mobile	
17-Apr-2015 - 23-Apr-2015	14,940 (22.67%)
10-Apr-2015 - 16-Apr-2015	3,444 (6.51%)
% Change	333.80%

After launching my website using the mobile “responsive theme” total website traffic increased by 24.61% as a result!

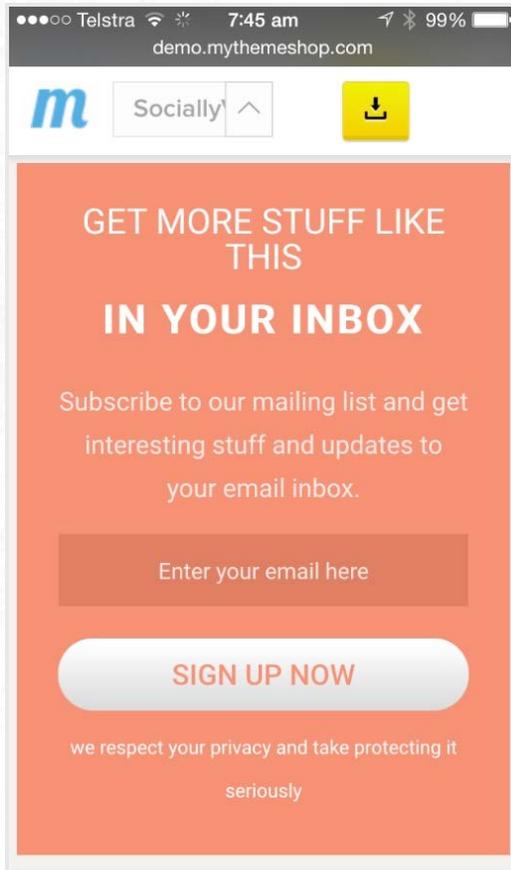
In fact all metrics were up.

Acquisition			Behaviour		
Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
24.61% ↑ 65,888 vs 52,876	0.87% ↑ 78.31% vs 77.63%	25.69% ↑ 51,595 vs 41,048	4.48% ↑ 81.99% vs 85.83%	11.79% ↑ 1.43 vs 1.28	11.62% ↑ 00:01:02 vs 00:00:56



The email sign up and landing page on a mobile website

Here is an example from a WordPress responsive theme on a simple email sign-up page that shows how it should appear on a mobile.



This removes the finger dance of squeezing! It also makes it easy to sign up without squinting.

So don't forget mobile in your traffic building plans. It is now mandatory for all websites and blogs.





7. Social proof

Social proof is a concept that is as old as time. If you see a crowd inside a café or lining up to get into a bar then you know it's popular. You are much more likely to join the queue or drop into the café.

It has gained traction amongst online marketers as it explains a lot about the success of some online ventures, and the failure of others. If you visit a website or a blog that shows a high number of social shares it is the quantification of attention and popularity that makes you much more likely to visit or even return.

To put it simply:

“Social proof in a social media context is the theory that accounts that have high follower numbers are trusted and followed more often.”

It can be used to [build trust in a social media environment](#) for your business in an online world.



Social proof marketing is not new but often forgotten. It also is a powerful factor in driving more shares and hence traffic.

SOCIAL PROOF TACTICS

1. Use images and screen shots to provide “real” evidence of social proof.

This means including visual evidence of being popular. It could be that your book was on Amazon, or you have been listed on someone’s popular blog. Appearing on the Amazon best-seller lists was worth capturing “visually”.

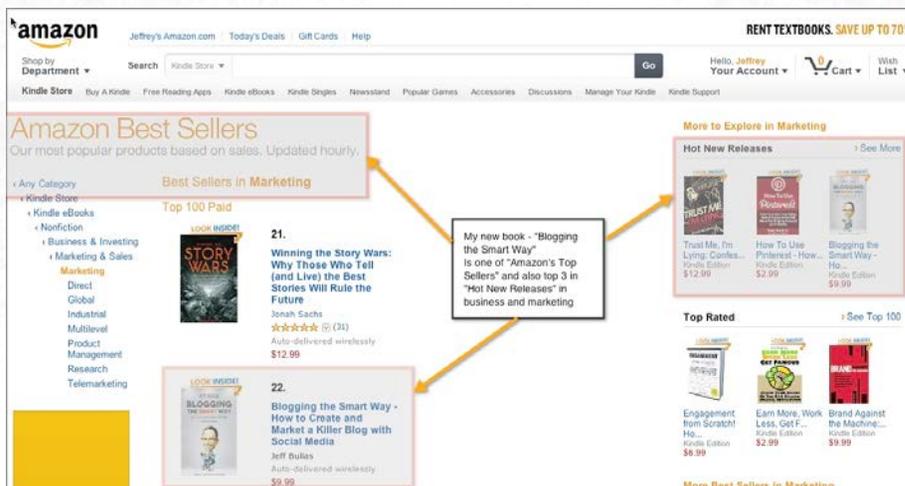
2. Display the number of shares on social networks. If you see a blog that has hundreds of shares then you take notice and are prone to come back.

7 Step Content Creation Strategy for Epic Content Marketing

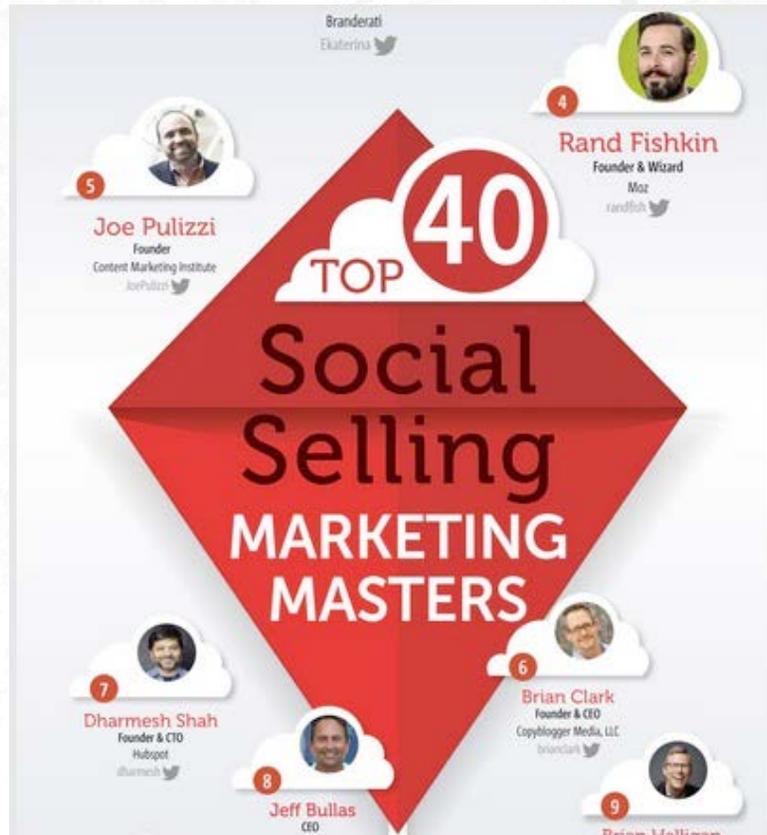
Written by Michael Georgiou - 3 Comments

Categories: Content Marketing, Digital Marketing (Edit)

115	80	1.7K	412	21	 204
					
					



3. Appearing on lists such as being listed on Forbes “[Top 40 Social Selling Masters](#)” are powerful influences for attracting traffic. If you can also add a visual then it is even more powerful and also more likely to be shared.



4. Facebook sponsored stories rapidly increase exposure which leads to more likes, and even crossovers with other social platforms due to their recognition – even algorithms recognize social proof.
5. A key guest blog on a relevant website can increase sales better than an article in the New York Times, or a spot on CNN.
6. Klout is a successful social media tool that actually only measures your social proof.
7. Yelp’s entire design is centered around social proof – higher star ratings and better comments are a result of customer reviews. You’re more likely to go where more people have given it a high rating – just like peer pressure.
8. Bloggers have been promoting their number of subscribers for years. More subscribers = more trustworthy.



9. Endorsements on your website from major news outlets is a HUGE social proof. If your blog says “appeared on CNN, ABC, PBS, The Washington Post” along the bottom, expect your social proof to increase dramatically.
10. Customer testimonials have been used in commercials for years. Some real, some fake – both are examples of social proof.

More reading:

[Insights into the Powerful Influence of Social Proof](#)



SO WHERE DO YOU START?

So you have just read nearly 7,000 words and maybe are a little overwhelmed.

To help you get started to growing that earned and organic traffic, here are six key tactics you need to focus on after finishing this ebook:

1. Create a free e-book
2. Implement an email platform
3. Install a “pop up” that has a call to action to download your ebook and start building that email list
4. Create the best content you can for your readers and promote it to your social and email networks
5. Grow your followers on social networks with the tactics outlined in the ebook
6. Optimize your blog and posts for search engines.

You have now got some work to do. But done well and with persistence you can attract a ton of traffic to your website and blog.

Building an online platform and business is not a “get rich quick” scheme. It takes focus, time and hard work.

Remember “Done is better than perfect.”

