



How To Build Traffic To Your Website



Jim Lewis

#1 Best-Selling Author

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Introduction

A key aspect of Internet marketing that many Internet marketers overlook is how important traffic is to one's business. Without traffic coming to your website, you have no chance to make sales.

Yet, many Internet marketers are so focused on their individual product offers, offers they are promoting as affiliates, or joint ventures they are involved in that they forget to put a proper amount of attention on traffic. The old saying, "Build it, and they will come," does NOT apply to Internet marketing. People aren't just going to come to your website and your offer because you put it online- you have to get people to come, see it, and consider it. This is the traffic part of the equation, and that's what this ebook will focus on.

In this book, you will learn about various methods of free and paid traffic. You will learn the difference between quantity and quality of traffic. You will learn about how



important quality content is and the power of viral marketing, social media marketing and search engine optimization (SEO).

You will also learn about how Google Analytics can help you learn more about the traffic that is coming to your site.

There are many avenues of traffic on the World Wide Web, and there are potentially billions of people out there that you can reach from all across the world. If you know how to tap into quality traffic and can convince them that your offer is worthwhile, you have the chance to have a very profitable online business.




Chapter 1: Zero Traffic Equals Zero Sales

Many Internet marketers, whether they are promoting their own products or offers of others as an affiliate, overlook the fact that traffic is essential to getting sales. If you have no traffic to your own product page or the page of an offer you are an affiliate of, you will get NO sales. In other words, you will make NO money from your affiliate marketing efforts. Therefore, it is important to not forget the traffic.

Note that not all traffic is equal. One may think that getting a high amount of traffic to an offer is better than getting a low amount of traffic to the same offer, but if the lower amount of traffic is more highly targeted (i.e. matches up better with the offer you are promoting), you are likelier to make more affiliate sales with the lower amount of traffic than with the higher amount of traffic.

With any Internet marketing, including affiliate marketing, the offer you promote must match up well with your target audience or market- if it doesn't, no matter how great the



offer is and how many people you send to it, you'll make fewer or even no sales. Therefore, it's important to keep in mind the product offer you are promoting, the target market for that offer, and getting members of that target market to see the offer.

Therefore, it is key to getting high-quality traffic to your website or affiliate promotion so that you have a chance to make sales. Then, of course, it will depend on whether that traffic is really interested in your offer or not, your sales copy, and good follow-up email marketing to turn that traffic into sales.

Fortunately, there are several ways to get quality traffic to your site, both free and paid types. We will explore many free and paid traffic strategies in the next chapter.




Chapter 2: Free Traffic Vs Paid Traffic

There are many ways to get traffic to your website. Some of them are free methods, others are paid methods.

Generally, paid ways of getting traffic will get results (i.e. traffic and turning traffic into sales) faster than free ways of getting traffic, but paid ways can get costly, especially if you are inexperienced in the paid traffic method or are involved in a method with more experienced and better-financed competitors (such as pay-per-click ads on Google, etc.).

Many Internet marketers will often start out with free ways of getting traffic and build their businesses up over time, then utilizing paid methods to help boost the traffic they get to their sites and increase the number of sales they get over a shorter period of time, especially when they discover they have a popular offer that people want.

Thus, it makes sense to use both ways of getting traffic - free and paid – to build and grow your business. We will address more on how you should get started in the




following chapters. For now, let's go over a number of traffic methods to give you an overview of several of the options you have to get quality traffic to your site. (Note that this list is not exhaustive- there are even more methods you can consider and use, but we will attempt to provide the most effective and popular ones here).

On-Site/Off-Site Search Engine Optimization (SEO)

Search engine optimization (SEO) is where you modify your site according to the search engine's preferred algorithms to rank highly in their search results. There are both on-site and off-site free methods you can use to help boost your site's rankings in the search engines.

On-site SEO involves putting quality content that your target market is looking for on your site, using a good combination of keywords in your meta tags (part of the HTML code that makes up your site), making sure none of the pages of your site have broken links or displaying incorrectly, ensuring your pages display correctly on mobile devices, and not putting large pop-up windows over the content of your site.




Off-site SEO involves ways to help your site rise in the search engine rankings away from your site. This includes getting follow-back links on high-ranking and high-quality websites, especially those that are pertinent in your industry. Off-site SEO also includes the following methods.

Guest Post Blogging

Guest post blogging involves you being a guest poster on another person's blog. Usually, you will be invited to do a guest post on a blog that is either in the same or complementary industry as your site. For instance, if you are into social media marketing and the guest site is into SEO, the owner of that site may ask you to write a guest post on how social media can influence off-site SEO and help a site rank higher in the search engines.

In fact, this is how guest post blogging can help you to gain more traffic to your site. When people of a prominent site see your post and your signature link (i.e. a small section at the end of the article that tells about you, your experience, and your business with a link back to your site), they will likely click over to your site to see what you are all about,



especially if they liked your post. They'll figure that if you provided great information for free on a guest blog, what information do you provide for free on your own and in paid products.

YouTube Videos

YouTube videos, and video marketing in general, are great ways to get people to come back to your site. If you provide interesting, informative content, chances are high that people will want to come back to your site to see who you are and what your business is all about.

As there are links embedded in the videos and/or in the descriptive text, these links are part of off-site SEO strategies to boost your site's ranking in the search engines. In the case of YouTube, being that it is owned by the top search engine (Google), you can gain an additional boost in Google's search engine because some of its rankings are based on the rankings of YouTube content, especially when it comes to video search results in Google.



Content Marketing

Content marketing is where you provide informative, engaging content to show people that you are an expert in your field and that your business can help them to solve issues within that industry. You post content on your site, blog, social media profiles, online forums, and elsewhere to provide quality free information to people to show them you are knowledgeable in the field.

The idea is that people will read the content and realize that you can help them with any issues they are having in that industry (such as learning how to do effective SEO, for example), so they seek your site out via a link that appears at the end of the article, post, tweet, etc. They will consider that if you are providing such helpful, free information, your paid information and offers must be even better.

Additionally, if you collect their contact information and add them to your subscriber list, you can continue to follow up with them, provide more quality free information, and convince them that your paid offers are worth purchasing.




Viral Marketing

Viral marketing is a free method that involves your content (text, audio, video, or combination of the above) being spread around the Internet. It is called “viral marketing” because it is spread around like a virus is in the offline world – quickly and almost without end. Unlike a virus in the offline world, though, having your content spread across the Internet is a good thing, as this will get your website, business, and yourself noticed by more people, who will likely come back to your site to check out your business and what you have to offer.

Again, viral marketing is an off-SEO tactic that can boost your rankings in the search engines as well because your site links appear on prominent sites, whether they are prominent sites in your industry, social media sites, popular blogs and forums related to your industry, etc.

Social Media Marketing

Social media marketing is a free method where you post content to Facebook, Twitter, LinkedIn, Google+, Instagram, Snapchat, and other social media sites in an




effort to get people to notice your business and follow the links back to your site. (Yes, again, this is off-site SEO). It's a good way to get people to learn about you and your business and to consider your offers.

Note: Do not think you can post offers left and right with each post or tweet and people will just rush over themselves to get to your site. NO! Just as with email marketing, you can't just post offers and think it will work.

Instead, you must provide valuable content and information for free to people to show them that you are an expert in your field. Then, when it's appropriate, you mention an offer that could benefit them every so often in a post or tweet.

Forum Marketing


Forum marketing is where you join an online forum that either caters to your niche's target market or is closely aligned with it. Then, you become a valued and trusted member of the community by engaging with them, learning about the issues they are having when it comes to the topic



at hand, and attempt to help them with valuable free information.

After you have become a member for a period of time and made enough posts, you are allowed to post a link back to your site at the bottom of your posts, along with some information about yourself, your experience, and your business. When forum members begin to trust you and see the information you provide as being useful, they will likely click over to your site to learn more about what you have to offer.

Again, posting offers on these forum sites will not work, and they're actually not allowed anyway. Except in specific advertising sections of an online forum (if available), any posting of offers anywhere on the forum site will get you reprimanded and even banned from the site for life, so forum marketing is NOT posting offers left and right, but rather engaging with the online communities of these forums, earning their trust, and showing you are an expert in the niche or field that they can turn to for help and assistance to overcome the problems or issues they have in the niche or topic.




(And, yes, this is also off-site SEO).

Pay-Per-Click (PPC) Advertising

As the name suggests, Pay-Per-Click advertising is where you actually pay a specific amount for each visitor who clicks on your URL link and visits your website. PPC advertising involves bidding for specific keywords on a search engine or social media site (such as Google, Bing, Yahoo, Facebook, Twitter, etc.) so that your website URL link will appear in the “sponsored posts” section of the search engine or social media site. These sections usually appear at the top of the website listings, though some posts can also appear along the far sides and even at the bottom of the listings.

Essentially, these sponsored posts sections stand out from the organic listings, usually because the sponsored posts appear before the organic listings, plus they are labeled as “sponsored posts.” The key is to get people to notice your website link and click on it. If a person does, you pay a certain amount depending on the keyword (often referred to as “cost per click” or CPC). More popular and in-demand keywords cost more than those that aren’t as popular and




in-demand. Additionally, because Google has been around and more established than the other search engines and social media sites, their costs per click on their platform, AdWords, are generally higher for the same keywords as the other search engines and social media sites.

Facebook Advertising

Facebook advertising involves the ads you see on the sides of your main Facebook feed. You pay Facebook a certain amount to show your ads, and by knowing about who your target audience is and what your advertising objectives are (brand recognition, more social media engagement, getting contact info, etc.), you can schedule your ads to be shown when your target audience is on Facebook.

With virtually every demographic now on Facebook, it's likely your target audience is on there as well, so utilizing Facebook advertising can be a great way to reach them, turn them into subscribers and website visitors, eventually leading them to become paying customers.

In truth, other social media sites, including Twitter, LinkedIn, Google+, Instagram, and Snapchat, also have




advertising options you can utilize in a similar fashion to Facebook's. However, Facebook's advertising costs are often lower than the others, plus their userbase is larger than the rest, which is why many Internet marketers focus their social media advertising efforts largely on Facebook.


Solo Advertising

Solo advertising involves paying an ezine owner to show your advertisement by itself to his/her group of subscribers. The hope is that many of those subscribers will take an interest in your business and click onto your link, leading to you gaining website visitors, subscribers, and even customers over the long-term.

Being that established ezines often have thousands of loyal followers, solo advertising can be pricey, especially compared to just running an advertisement in the ezine alongside other ezine advertisements. However, it's been noted that solo ads often have the best ezine advertising engagement and clickthroughs of any type of ezine advertising, so the price can be well-worth it, especially if the ezine userbase is engaged and fits your target market, along with your ad copy being effective.




Recall that this chapter just had an overview of some of the methods you can use to get traffic, both free and paid. We will go over these methods in a little more detail in the coming chapters.



Chapter 3: Add Quality Content to Your Site for Organic Results

While organic search engine optimization (SEO) takes longer to achieve results, if done properly, your site can remain in the top search engine results for many years to come. Additionally, many people rely on search engines to find the information they need- if your site is amongst the first page of results, chances are high you can get many targeted visitors to your website, and it won't cost you in terms of money. Thus, this is an effective, long-term, free way of getting targeted traffic to your site.


Therefore, consider what you know about your industry and what the current issues are in your industry. You probably have some idea already of what those issues are, which could make for great topics to write about on your site/blog, on other people's sites/blogs, on social media, and on forums related to your niche.



Additionally, you can do some research to find out what people are struggling with in your industry. You can look to social media and forum related to your niche and see what people are saying about your industry. See what questions keep getting asked over and over again, what problems keep getting brought up, etc. Then, using your knowledge and research, provide quality answers to solve those issues for them, along with links back to your site/blog where they can find out more.


There are also blog and article idea generators you can use online if you are having trouble coming up with good topics to write about. Virtually everyone struggles with writer's block from time to time and needs a spark- these generators can give you some good ideas on what your next blog post or article can be so that you keep things interesting and informative for your site readers, email list subscribers, and social media followers.

When you consistently put good, informative content on your site/blog, people will become more familiar with you and will come to your site often to read your latest content. Search engines will become more aware of your site for three reasons:

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- 1. Your content will have many notable keywords that relate to the topic at hand- this will get the attention of the search engines.**
 - 2. The number of off-site SEO links that point back to your site, especially on prominent industry and social media sites, will also get the search engines' attention.**
 - 3. The amount of time people are spending on your site factors into search engine rankings; the longer they spend on a site, the more likely it is a quality site that fills their needs- hence, it will rank higher in the search engines as a result.**

Therefore, pumping out consistently good-quality content is key to boosting your site's reputation in the eyes of the search engines, as well as in the eyes of your target market. Yes, your site's ranking will NOT rise overnight, but it will rise over time if you remain consistent in your content marketing efforts.

Thus, this method takes time, but not money (if you do the content yourself), and the results that can occur from this



method can last for many years to come, as the visitors who see your site on the first page of the search engines are likely very targeted, since they are looking for information on your topic in the first place. They have an issue that needs to be solved, and they're looking for the right help to solve it. Your site and your business can be that help, and the fact you are appearing on the first page of the search engines for that topic increases your chances of being that help for them.




Chapter 4: Start with the Free Marketing Methods

As mentioned earlier, many Internet marketers start off with the free marketing methods to build their businesses before putting money into the paid marketing methods. Though it often takes time to see results with the free marketing methods, it will likely pay off over time if you are consistent with your efforts. Thus, let's lay out a plan of using free marketing methods to get your business known and profitable.

On-Site SEO

To utilize on-site SEO, be sure that none of your site's pages and links are broken. You don't want any error messages to result from clicking on a link or going to a URL, as the search engine spiders that crawl sites to help with search engine rankings will report back to the search engine that your site is broken, which will lower your rankings. Be sure all links and pages work properly. Be sure to put a good combination of keywords in your meta tags- don't just use one or the same keyword over and




over again. Instead, use keyword tools to find contextual keywords (i.e. associated keywords) to your main keyword and put them in the meta tags.

This leads to the content on your site/blog. Your content must have a fair amount of keywords dispersed throughout the content, and it can't just be the main keyword either. Those contextual keywords must also be used, and the content must use them in a natural way. Any attempt to stuff your content with keywords so that there are a higher number of them will result in the search engines penalizing your site and lowering your rankings.

Off-Site SEO

As mentioned in the “Free vs Paid Traffic” chapter, there are many ways to employ off-site SEO to help your site's search engine rankings. You should use a combination of content marketing off-site via guest blogging and social media marketing to get more links back to your site on other prominent sites. Many online forums have article sections that members can post to- this is another way for you to utilize content marketing to help your off-site SEO.




Speaking of forums, be sure to join prominent ones that serve your target audience and get to know them. Post often and try to help them with any issues or problems they are having in connection with your industry. Offer recommendations and advice- be sure to utilize your signature file for each post you make so that more links to your website are presented on the forum site and that forum members can click on them to visit your site.

Be sure to use various forms of content to help your off-site SEO- don't think it should just be all text. In fact, many people prefer videos to learn about various concepts and information- thus, be sure to upload videos to your YouTube channel with links back to your site. Also be sure to upload photos to Instagram and Snapchat that relate to your industry and business- include a link either inside the video and/or in the descriptive text of the video, as well as in your social media profile.

Guest Blogging

Use your favorite search engine to find blogs/sites that are prominent in your industry. Look to see if they are looking for guest contributors. If they are, apply to be one- present




your experience and credentials and, if possible, provide a sample of your work (either via attaching a file with articles/posts in it or by referring to one or more URLs of your content).

Also, be willing to contact other site/blog owners and ask them if they'd be willing to allow you to post content there regularly (say, once a week or month). In return, you could allow them to post content on your site/blog regularly. If you do this, it'd be best if you find blog/site owners who could complement your site/blog rather than be in direct competition with you – not only would it be more likely for the site owner to accept your proposal, but you won't add extra competition for your business by having other people in the same industry posting their content on your blog/site.

Content Marketing


Content marketing helps with both on-site and off-site SEO, depending on whether the content is on your site or on other sites with links back to your site. The key to effective content marketing is being sure the information is informative and useful to your target audience/market.



To ensure what you write is useful for your target audience/market, think about what topics are prevalent in your industry and do some research to see what people are asking about regarding your industry. Use the search engines and online forums related to your industry to get an idea about topics people are asking about, then determine what information will help them and write about it. Then spread the word about your new post or article via online forums, your subscriber list, your social media pages, article directories online, etc.

If you need additional information on what would be good topics to write about, consider asking on your blog/site, social media pages, online forums, etc. and directly ask members of your target audience. They'll let you know exactly what they want to see.

You can also get a good idea of what people are wanting to know about by looking at your competitors' posts/articles and seeing what they are writing about. Note that you should try to take a different angle on the topic they are writing about so that you're not just repeating their article- you want your article and information to be unique and able



to distinguish yourself from your competitors. This way, they'll choose to do business with you, not them.

Due to the fact that viral marketing and social media marketing have many positive benefits to them, we will dive into these two free marketing methods over the next two chapters.




Chapter 5: Utilize the Power of Viral Marketing

Any content you can get to go viral will be a big boost to getting your site and business known more quickly. Any type of content can go viral, including text, photo, audio, and video, though photos and videos are especially popular to spread around on social media. In addition, Graphics Interface Format images (commonly referred to as GIFs) and memes (animated images, videos, and/or text) are also very popular to spread around on social media.

One way you can help your content to go viral and to utilize the power of viral marketing is to encourage people to spread your content. Be sure to add social media buttons to your site and blog post pages – this way, it will be easy for people to share your content on social media sites, and they can do it as soon as they finish reading your content, making it likelier they'll do it.

In addition, you can provide a free gift in return for sharing your content on social media. The free gift could be more of your content, access to exclusive content, or even free




access to material you normally charge. This will also encourage people to spread your content on social media, via RSS feeds, and on platforms such as WordPress.

Once your content gets on social media, if people like the content, chances are high they'll like it and share it, increasing its viral marketing power. There are instances where a story or even just content about a product or service was shared for several days on social media, all just because people continued to pass it around to their family, friends, and followers.

You could also spread the word on social media, on your site/blog, and to your subscriber list that those who share your content online or on social media can receive free gifts or bonuses. There are many locations online that can spread your content if people like it and you make it easy enough and worthwhile enough for them to share it.

Note that it's not just content you post on a site or blog that can be shared; ebooks, audio files, and videos can also be shared online as well. In fact, in the early days of Internet marketing, ebooks with affiliate links were commonly shared with others, allowing the new "owner" to brand the



ebook with his/her affiliate links and pass the ebook onward to others.

The idea behind this was to encourage others to purchase products recommended in the ebook- if they did, both the creator of the ebook and the affiliate whose links were in that ebook and used for the order would make money. The ebook would usually have an option for the person to brand the ebook with his/her own affiliate links (either for free or for a small price) and then pass it on to subscribers, customers, and others.

This is really how the idea of viral marketing online got started in the first place. Though the tactic is not used as readily nowadays as it once was, used effectively, it could still lead to your content being spread around the Internet, and the more people who see your content, the more likely they'll see you as a trusted source, come to you for your advice and recommendations, and eventually become paying customers.




Chapter 6: Be Everywhere Socially

If you've been following the news headlines over the last few years, you know that virtually everyone today is on social media, particularly Facebook. People like to stay connected to family, friends, loved ones, and fans via social media. It is especially popular with family and friends who are too far away to see each other in person very often, as well as for long-lost high school or college friends who have not seen each other since graduation.

Being on social media is a very popular activity in our society today throughout the world.


This means that you, as a business owner, need to be present and active on social media as well. Just as not being online is no longer an option in today's business world, neither is choosing to avoid social media. If you're not on social media, you are losing potential business and relationships to competitors, which will damage the profitability and longevity of your business.

The challenges many Internet marketers face are two-fold:

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- 1. They don't have enough time to handle social media.**
 - 2. There are too many platforms and too many differences between them to learn how to use them all effectively.**

Regarding #1, yes, it's challenging to handle all of the various social media platforms that are out there and continuing to come online almost daily or at least weekly. Yet, there is a vast potential market of people available on these social media platforms, ones you can reach for free if you just reach out and connect with them.


This leads to #2, learning how to use each social media platform effectively. Not all social media platforms are the same; thus, your content can't be all the same either. For instance, Facebook posts allow for 2,000 characters, but Twitter tweets only allow up to 160 characters. Additionally, Instagram and Snapchat content needs to be in photo and/or video form, not text. The differences in each social media platform's preferred content format is challenging as, again, most Internet marketers don't have the time to adjust their content properly for each social media platform.



Fortunately, there are ways to handle the time dilemma. You could hire virtual assistants/outsourcers to help you, though this can get costly over time. Another effective way to handle social media is to use a social media management tool or platform to post your content to the various social media platforms.

Some of the most popular ones are HootSuite, Buffer, and BleuPage. Each of them allows you to connect many of your social media accounts to their software platform, then be able to post content to one, some, or all of your social media accounts right from the platform itself.

These software platforms usually have tools that can help you formulate the content properly for each social media platform. Additionally, they usually have tracking tools that enable you to see how much engagement you are getting with each piece of content you send out. Some features may be free, others may cost a monthly fee. At least to try out, the free features will usually suffice; then, you can choose to scale up and pay a monthly fee as your business gets larger.




With each social media platform, it is vital that you put a link back to your site on your profile pages. This way, people who visit your social media profile pages can see who you are, what your business is about, and can visit your business site directly from the profile pages.

Additionally, you boost your off-site SEO via the links back to your site on these popular social media sites.

Something to keep in mind: The younger generations, particularly millennials (usually defined as being born between 1980-1999) and GenZ (usually defined being as being born from 2000 onwards) are especially fond of visual content (i.e. photos, videos), so they are especially fond of the social media sites Instagram and Snapchat, as both of those platforms require and revolve around photos and videos for content.

Being that both of these generations are growing in buying power throughout the world, it would be very wise to make connections to them on social media, particularly on Instagram and Snapchat. It should also be noted that both generations prefer brands that align with their core values and that they are not as brand-loyal as earlier generations. This means that they are willing to switch brands if another



brand aligns more with what they believe in – all the more reason why you should be willing and eager to make connections with them on social media now.




Chapter 7: Pick a Paid

Traffic Source and Master It

As mentioned earlier, many Internet marketers will begin working with paid traffic sources after they are getting traffic, subscribers, and sales from free traffic methods. As also mentioned earlier, paid traffic sources can often lead to more traffic, subscribers, and sales faster than free traffic sources, but it costs money (instead of time) to take advantage of that feature.

One mistake some Internet marketers make is trying to master every paid traffic source that is out there, spending lots of time and money in learning how to benefit from them for their businesses. Truth be told, a more effective way of benefiting from paid traffic methods is to really master one of them and gain the benefits of it. Then, if you wish to expand beyond the first paid traffic source, you can, but it's best to really put your time, money, and effort into learning the ins and outs of one paid traffic source and mastering it before moving onto another.




Not only will you gain more benefits from the one traffic source by learning exactly how it works, but you will also gain the benefits faster and spend less money in the process than trying to learn and work two to three paid traffic sources at one time.

We will look at the three paid traffic sources we discussed in the “Free vs Paid Traffic” chapter. Keep in mind to learn how to do one thoroughly first (i.e. master it) before including another paid traffic source in your business.

Pay-Per-Click (PPC) Advertising

PPC advertising is where you bid on keywords in the major search engines and social networks to be listed in the “sponsored ads” section, usually at the top of the listings (though can also appear on the sides and at the bottom of the listings as well). This is so the ads stand out from the organic search engine listings and stand out prominently amongst all of the content on social media sites.

The most prominent PPC advertising platform in the world is Google AdWords. As discussed in the “Free vs Paid Traffic” chapter, you bid on specific keywords so that your URL link gets placed in the “sponsored ads” section when a




person enters that keyword into the search engine. Only if a person clicks on your link do you have to pay for the click; otherwise, you don't.

Thus, it makes sense that you really know your target audience well and only select keywords that are associated with a high interest in the product/service/topic. This way, you're only paying for clicks from people with a high likelihood of buying or at least subscribing to your list and potentially becoming a customer later.

In the case of Google AdWords, there are usually four "sponsored ads" at the top of the page. In addition to the highest bid, Google also takes into account your site's "Quality Score," which is a measure of factors involving your clickthrough rate, relevance, and landing page quality. This is why your site needs to have good SEO and no broken links, as it can affect your chances of getting a sponsored ad on Google.

Other search engines and social media sites are similar in this quality because they want to provide their users with the best experience possible in finding the information they are looking for. If they only select the sites that bid the




highest on keywords, they might be selecting sites with large budgets, but very little quality in terms of content and site experience, which is why budget and quality of site matter for PPC advertising.

To get started with Google AdWords, head to <https://adwords.google.com/home/how-it-works/>. Before you begin, you will need to decide on some specifics, including whether you want to have your advertising show up as search ads, display ads, video ads, and/or app ads. In addition, you need to decide whether you want your ads shown to your local area or globally. Also, you need to determine what are the best keywords to bid on, based on data provided by Google. Plus, you need to decide how much per day you're willing to spend on ads- if your amount is reached via clicks before the end of the day, your ad will no longer show for the rest of the day. This way, you can be assured you won't go over the budget you set when using PPC Advertising.

Facebook Advertising

There are some similarities between Facebook advertising and PPC advertising in that you will bid here as well. First,




you need to be a registered Facebook user and create a Business page (NOT a profile page). Be sure the page is fully filled out with your business details.

The best strategy to being successful with Facebook advertising is to define the goals you wish to gain from the advertising before doing it. Do you want to gain brand recognition, subscribers, or sales? Answering this will help you to determine what is the best type of Facebook ad to run.

Go to the Facebook Ads Manager and choose the objective that most closely aligns with your goals, such as “Raise attendance at your event” or “Send people to your website.” Then, define the parameters of the target audience you wish to reach and the amount of ad spend you wish to spend (either by day or over the lifetime of the ad).

Then, you choose the objective you wish to bid on- clicks or impressions, followed by the time of day you want your ad to run. Specifically targeting the audience you wish to reach, the amount of budget you wish to spend, the objective you wish to achieve, and the time of day your ad will run (when your target audience is mostly on Facebook)




will enable you to get the most from your Facebook advertising.

Solo Advertising

You want to find the best ezines to run your solo ad in. Specifically, the best ezines are those that have targeted, engaged subscribers- anything less will likely result in a loss of investment because you likely won't get much return on it with lower-quality, less-engaged subscribers.

Use your favorite search engine and look for your “topic + newsletter” (where topic = your selected topic/industry/niche), your “topic + ezine,” and your “topic + solo ad.” This will give you a good list of ezines to check out.

Next, go to the sites, evaluate how professional those sites look. If the sites don't look professional, don't subscribe to those ezines/newsletters. Subscribe to those ezines/newsletters of sites that look professional and evaluate how their ezines/newsletters look in your inbox. (Note: You may want to use an alternate email address to separate these ezines from the rest of your email). Any that




look unprofessional or full of ads, remove those ezines/newsletters from consideration.

With the remaining ezines/newsletters, contact the publishers by chat, email, or phone and compliment them on their newsletters. Then mention that you have an advertisement that you think would be a good match for their subscriber base. Ask how much a solo ad is, how it will be displayed in their newsletters, and how well solo ads have done for previous purchasers.

It's likely not all of them reply- evaluate the ones that do. If they reply with a positive response to your request and mention anything about how well their solo ads have done in the past, then that would be a good choice for purchasing a solo ad.

Be sure that your advertising copy is formatted properly and displays the merits of your offer to the target audience. Either write the ad yourself or hire a copywriter to write it for you. Also consider running two versions of the ad to the same newsletter subscribers and/or run the same solo ad to two newsletters' subscribers to evaluate effectiveness and see which does better in terms of clickthroughs, opt-in sign-



ups, and/or sales. Essentially, it's A/B testing of your solo ads, which can be effective in improving your solo advertising.

Remember, your best bet with paid traffic is to learn thoroughly (i.e. master) one paid traffic method first before including another one in your business.


This way, you will not frivolously spend money and will also maximize your ROI on the money you do spend.



Chapter 8: Use Google Analytics to Keep Tabs on Your Traffic

Google Analytics is a great, free way to evaluate the quality of traffic that is coming to your site or to your app. Google Analytics can help you learn the number of people who visit your website and where they live. It can also help you learn which websites send traffic to your site, the marketing tactics that help to drive the most traffic to your site, which pages on your site are the most popular, and how many of your site's visitors actually turn into leads or customers. You can also learn how fast or slow your website is loading and how you can improve your site's loading speed, a critical ranking factor in SEO.


If you don't already have a Google account, be sure to sign up for one, as you'll need that to have a Google Analytics account. Note that this Google account should be one only you have access to (you can grant access to your Google Analytics account later, but only you should have full control of it).



To set up Google Analytics for your site, fill out the information for your website and install the tracking code via the “Get Tracking ID” button. This code must be installed on every page of your site- exactly how this will be done depends on whether your site uses HTML or WordPress, or if you use a blogging site like Tumblr, etc., but it can be installed on almost every configuration possible.

Once you have installed the Tracking Code, go to the Admin link at the top of your Google Analytics profile and click on “Goals” under your website’s “View” column. Click on the “New Goal” button and either choose the “Custom” option or one of the pre-set options that matches up with your goal, click “Next Step.” Choose a name for your goal, select “Destination,” click “Next Step.”

You will then enter your thank you page’s URL after the “.com” portion of your website in the “Destination” field. Once completed, you can select “Begins with” from the drop-down. You can then toggle the value, entering a specific dollar value, then “Create Goal” to complete the setup.



This allows Google Analytics to notify you when something important has happened on your website, whether it's generating a lead through a contact form, or a customer has completed an order by reaching the thank you page on your website, etc. Using Google Analytics will help you learn how effective your marketing campaigns are and help you zero in on areas where you can improve your marketing efforts thereby earning more return on your money and time investments.




Chapter 9: Take Full Control of Your Traffic

Always remember, “the money is in the list.” Many novice Internet marketers make the mistake of just looking for the one sale and not working to build their lists. On average, it takes at least seven contacts with a prospect before he/she is willing to make a purchase. Additionally, younger generations (i.e. millennials and GenZ) are especially price- and value-savvy, so they will especially take their time to look for the best deal. Thus, expecting to make sales from one contact is unrealistic and will likely lead to the failure of your business before it can get established.

Look at the long-term relationship with your customer and have the mindset of getting people to join your list and building a relationship with them. Therefore, you should always look to direct people to your opt-in page or form and offering a valuable free item/report/ebook/software program/etc. to get them to opt into your list.

Once they get onto your list, then you can provide them with more interesting content via good email marketing



practices, as well as let them know who you are and show that you are a trustworthy source they can turn to when they are looking for help with issues or problems related to your industry. This is how you build a long-term business online that lasts for years and decades to come.


Thus, your best bet is to grow your list and not worry so much about the immediate sale. You want these people to become lifelong customers who keep coming back to you again and again. The only way you can do that is to grow your email list, follow-up with them with interesting content through good email marketing practices, then present them with a relevant, quality offer here and there. This is the real key to long-term success and wealth with Internet marketing.



Conclusion


After reading this book, you should have a pretty good idea of the ways you can get traffic to your website. You should also know that quality of traffic matters just as much, if not more so, than quantity of traffic. You have to focus on getting members of your target market/audience to notice your site and your offer, not people who would have no interest in what you are offering, in order to gain subscribers and customers.

There are free and paid ways to get traffic. Most Internet marketers start off with free methods in order to save on costs. Free traffic-generating methods usually take longer to work, but they can provide quality free traffic for many years to come if done properly, especially when you use SEO, content marketing, viral marketing, and social media marketing. The power of viral marketing in particular can help to spread your content around the Internet so that more people see it, become interested in your business and offers, and become subscribers and eventually customers.



Paid traffic-generating methods cost money, but can also lead to subscribers and sales coming faster. Most Internet marketers will add paid traffic- generating methods after their businesses are established and they have subscribers and customers coming in from free traffic method. As recommended earlier in this book, to avoid frivolously spending money, focus on one paid traffic method and really mastering it before adding a second paid traffic method to your business.

Finally, be sure to always build your list- many new Internet marketers focus too much on the one-time sale, not on the lifelong value and relationship with a customer. Most people will not buy on first contact anyway- your best bet for a lifelong customer is through adding them to your email list and following up with him/her through good email marketing practices. Continue to provide quality content in most of your messages, with an occasional, relevant offer here and there. You need to show that you are trustworthy and really looking out for the best interests of your subscribers and customers, not just how much money you can make off of them. By focusing on the long-term value of your subscribers and customers by adding quality traffic to your list and following up with them, you



have a much better chance of building a thriving online business that lasts many years and decades to come.



Resource List

Google Account Sign-Up:

<https://accounts.google.com/SignUp?hl=en>

This is necessary to sign up for Gmail, YouTube, Google Analytics, and more.

Google Analytics

A great free software solution to monitor the amount and quality of traffic coming to your website:

<https://www.google.com/analytics/>

Good beginners' guide on getting the most out of


Google Analytics:

<https://moz.com/blog/absolute-beginners-guide-to-google-analytics>

WordPress

What many Internet marketers use to create their websites and blogs: <https://wordpress.org/download/>

Warrior Forum



A well-known and established Internet marketing forum where knowledge is shared and products are sold (usually for a time-limited discount to members):

<http://www.warriorforum.com>

Facebook

Arguably the most popular social media website online today; also a popular advertising medium for online marketers: <https://www.facebook.com>

Twitter


A popular social media website that also provides advertising; known especially because of maximum 140-character posts (or “tweets”): <https://www.twitter.com>

LinkedIn

A popular social media website that provides advertising and especially is targeted toward professionals and businesses: <https://www.linkedin.com>

Google+

A social media website that is still used regularly by specific groups, especially those in the tech industry; also



used by Internet marketers, especially for Google Hangouts
Web conferencing technology: <https://plus.google.com>

Instagram

A very popular social media website (especially by millennials, GenZ) that offers advertising and that focuses on photo, video content: <https://www.instagram.com>

Snapchat

Another very popular social media website (especially by millennials, GenZ) that offers advertising and that focuses on photo, video content: <https://www.snapchat.com>


YouTube

Owned by Google and one of the most visited sites in the world for video content: <https://www.youtube.com>

Tumblr

Social media site owned by Yahoo (which is now owned by Verizon), much of its content is focused on photos, videos: <https://www.tumblr.com>

Autoresponders:



A type of computer program that automatically answers emails that are sent to it. This enables online marketers to be able to add people to their lists and automatically send out welcome messages to them upon subscription.

AWeber

One of the earliest autoresponder companies, they provide autoresponder services with an escalating price scale based on the number of subscribers you have, 30-day money back guarantee: <https://www.aweber.com/pricing.htm>

GetResponse

They provide autoresponder services with an escalating price scale based on the number of subscribers you have. They offer a 1-month free trial, and they also offer a 15% discount on plans if you pay 12 months in advance, 30% discount if you pay 24 months in advance.
<https://secure.getresponse.com/pricing/en>

MailChimp

They provide autoresponder services with an escalating price scale based on the number of subscribers you have. They offer a free plan that allows you to send 2,000 emails



to 12,000 subscribers, with more capabilities provided for paid plans: <https://mailchimp.com/pricing/>

Other Email Autoresponders To Consider:

iContact

Has 30-day free trial for up to 100 contacts and 400 messages.

<https://www.icontact.com/pricing>

Constant Contact

Has 60-day free trial.

<https://www.constantcontact.com/pricing>

SendLane

Has 14-day free trial.


<https://www.sendlane.com/pricing>

Search Engines (for research of your target market and competitors, as well as to evaluate your SEO efforts):

Google-<https://www.google.com>

Bing-<https://www.bing.com>

Yahoo-<https://www.yahoo.com>



Outsourcing Websites (to outsource work to related to your marketing campaigns and/or SEO):

Fiverr

All types of jobs listed here start at \$5, with Level 2 sellers capable of selling additional services for more. Services include editing, video making, writing, graphic design, and more: <http://www.fiverr.com>

Elance


Many freelancers here in many different categories-can communicate with them on-site. You can pay part of the total amount of a job for each milestone that is completed, unlike most freelancing sites: <http://www.elance.com>

Guru

Have freelancers in graphic design, programming, writing, and more. The site will suggest specific “gurus” based on your project requirements: <http://www.guru.com>

Upwork

Formerly known as Odesk.com, over 500,000 businesses use them, making them one of the most popular freelancing websites. You can request and review screenshots of a



freelancer's work while the project is worked on:

<http://www.updesk.com>

SolutionInn

Similar to Fiverr's set-up in that experts set up services and set fixed prices: <http://www.solutioninn.com>

PeoplePerHour

Similar to Fiverr and SolutionInn in that freelancers can set up their services and set fixed prices, but unlike Fiverr, also allows freelancers to search through listings and find jobs on their own. Has a vast array of services offered, including translation services, creating tutorials, programming, writing, graphic design, and more: - <http://www.peopleperhour.com>





Check List

Zero Traffic Equals Zero Sales

- ☐ Get quality, targeted traffic to your offers, or you will have no sales.

Free Traffic

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

Paid Traffic

- ☐ Paid traffic works faster to get subscribers and customers, but costs money- methods include Facebook advertising, PPC advertising, solo advertising.
- ☐ Focus on mastering one paid traffic method before using any other paid traffic methods



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.

- ☐ Check for broken links

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.

Guest Post Blogging

- ☐ Search for blogs and apply and be willing to write for them and include a link back to your site.

YouTube Marketing

- ☐ When you upload videos to YouTube be sure to include links back to your website.




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.
- 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.
- 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.

Viral Marketing

- 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.

- 
- 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 post content regularly.
- You need to be selective in the offers you present on your social media pages, providing much more useful content than offers.
- Consider using social media management software such as HootSuite, Buffer, or BleuPagePro to help manage your social media accounts.
- Consider that Instagram and Snapchat are popular with the younger generations (millennials and GenZ), both of which are gaining spending power.



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.

PPC Advertising

- ☐ Find the right keywords to target and bid on.
- ☐ 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.




Facebook Advertising

- ☐ 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.
- ☐ Decide on the goal- Click-throughs, Likes, etc.
- ☐ Set the maximum amount you will spend per day or over the lifetime of an ad.

Solo Advertising

- ☐ 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.
- ☐ Evaluate the ezines- if they don't look professional, don't contact them for a quote.


- 
- ☐ 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.

Google Analytics

- ☐ Sign up for a Google Account (if you use Gmail, YouTube, etc., you already have one).
- ☐ Set Google Analytics to track and measure such actions as sign-ups to your list, reaching the thank you/confirmation page of an offer, etc.

List Building/Email Marketing

- ☐ Work to build your list at all times.
- ☐ It takes an average seven views for a person to purchase an offer online.

- 
- 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.

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



THE OBVIOUS AUTHORITY

Jim Lewis Inquiry Form

Fill out this form to stay in touch, schedule a strategy session with Jim or a Team Member to discuss building your Obvious Authority by writing and publishing your bestselling book, creating an eLearning course or platform, business coaching, media support and coaching, and/or webcasting / podcasting / teleseminars.

Your Name: _____

Business Name: _____


Mobile Phone: _____

Direct Email: _____

Website: _____

What do you want to discuss with Jim or his team?

- ☐ **FOLLOW UP WITH ME** During or After the Event!
- ☐ **Publishing Mastery:** Become a Bestselling Author
- ☐ **Consulting Mastery:** Generate Leads, Prospects and Close High-Ticket Deals
- ☐ **Content Mastery:** Learn How to Rapidly Produce Information Products and Sell Them Online

- 
- ☐ **eLearning Mastery:** Step-By-Step Training on How to Make High-Quality eLearning Courses
 - ☐ **Social Media Mastery:** Set Up and Manage Your Essential Social Media Presence and Become a Media Rock Star
 - ☐ **Webcasting Mastery:** Learn How to Create and Maximize Obvious Authority Through the Production of High Value Webinars, Podcasts and Teleseminars
 - ☐ **Web Design Bootcamp:** Get a Professional Website Up and Running Fast or Build Your eLearning Platform. Enhance Your Brand and Promote Your Obvious Authority.
 - ☐ Other: _____

Please Attach Your Business Card to this Form

Or logon to

<http://obviousauthority.com/survey>
to Enter This Information Digitally



Publish Your Bestselling Book


Your Bestselling Book is the Most Powerful Tool You Can Have to Get You Better Clients, Close More Deals, Share Your Message, Build Your Audience, Increase Your Income, Get Speaking Opportunities, Become Competition Proof and Gain Obvious Authority Status

If you want to stand out, you need the **single most powerful tool to gain a competitive edge, promote and market your business, reach Obvious Authority status, attract better (and better paying) customers, make more money** and help a lot of people in the process.



With a published book, your reach is almost limitless. You have **access to literally billions of people**, so that you can connect with your ideal client, share your message, sell more products and services, create media buzz, and have real authority and credibility in any market.

Have you dreamed of writing and publishing a book that's the sum total of your expertise to attract paying clients...but you never even got started because it always seems too



hard? Maybe you tell yourself, "it will take me years to do...how do I organize it, or even start to design a book cover?" You tell yourself you'll never be able to get it done, so why even try?

My system is called Publishing Mastery and I will lead you step-by-step through a system that has helped doctors, entrepreneurs, business owners and other people just like you write, publish, and profit from books, even if you don't like to write, don't have any time and struggle with marketing.

What this means is I'll help you turn your idea, message, wisdom, experience and expertise into a bestselling book to get more customers, consulting clients, sales and speaking engagements.

What this really means is, you're going to get more and better customers who pay you more so you can get more time and money freedom and create your legacy message.

To learn more, visit
www.ObviousAuthority.com/Publishing and if you have any questions email them to:
vip@ObviousAuthority.com




About Jim Lewis

Originally from Oneonta, a small town in Upstate New York (population 5,229), Jim Lewis is a #1 Bestselling Author, internet marketing consultant, media authority and start-up coach, with clients in over 22 countries around the globe.



He is the former Executive Director of the American College of Physician Advisors (ACPA), and is currently the Executive Director for the Association for Integrity in Health Care Documentation, CEO of Aztec Digital Solutions, LLC and CEO and creator of The Obvious Authority. Jim is also a principal/partner of many other online companies. Jim has been a Senior Consultant to such Fortune 500 companies as Corning, Raytheon and L3 Technologies.

Jim began his entrepreneurial efforts in 1986 with the establishment of CommStruct International, a full-service communication company that constructed cellular phone systems throughout the world, including the first cell site on the continent of Africa. He went on to become a joint venture partner with Russia and Belarus, with 50/50 ownership shares in the national cellular license in Belarus



and the Primorsky region of Russia, eventually selling them to publicly-traded companies.

He launched his first web-based business in 2008, and since that time he's founded dozens of different businesses and partnered with start-ups in markets such as health care, social marketing, multimedia creation, website design and software application development... just to name a few.

He can be reached at: www.TheObviousAuthority.com.



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For over three decades, Jim Lewis has been educating, entertaining, motivating and inspiring business owners, entrepreneurs, authors, experts, speakers, consultants and coaches to build and grow their businesses with book publishing, social media, eLearning and consulting strategies.

After successfully building and exiting from two international cellular telephone joint ventures in Russia and Belarus and selling them to publicly-traded companies and with clients in over 22 countries, Jim can share relevant, actionable strategies that anyone can use - even if they're just starting out.

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