

# The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 12!** We're almost at the halfway point of this coaching program and we have talked **A LOT** about organic social media marketing. Today we're going to wrap up that talk by talking about one more social media site that you can use to get traffic!

## TikTok!

**Side Note:** Although I'm ending our talks about social media sites and getting organic traffic from the, there are many more social media sites out there. I have just educated you on the ones I personally use. I didn't want to teach about something I don't know about and/or use. 😊

*Let's get started...*

Now just like YouTube and Pinterest, TikTok has a very different system and algorithm. TikTok is unique and stands on its own, so when creating content, you need to create content specifically for TikTok and understand the algorithm so that your content gets found and you can reap the benefits from it. *I.e. getting traffic from TikTok.*

So, in this lesson I'm going to give you the steps you need to take to start using TikTok in the right way to get that traffic from the social media giant...

**Side Note:** This is going to be a lot of information, but you also need to make sure that you research each step because almost all steps I'm listing here have steps of their own you need to follow, but this is a good step-by-step list to get you started. It would literally take an entire video workshop to explain everything, so do your own research too for each step.

**Step 1: Know What And Who** – Just like **ANY** traffic strategy you need to know **WHAT** you're promoting and **WHO** you want to attract to it. My biggest

recommendation is to take traffic from TikTok and put that traffic in front of something that gets those people on your email list. A squeeze page for example. Once you have this figured out then you can...

**Step 2: Create An Optimized Profile** – When you get on TikTok the first thing you'll do is create a profile to attract your target audience. Use a photo of you (*a good clear one that represents you*) or a photo of something that represents your niche/brand. Also, make sure that you're using your name as your username if you're building a personal brand, your brand name if you have a brand, or a username that's catchy and related to your niche.

Another important part of your profile is your bio! TikTok bios are limited to just 80 characters, so you need to make each character count. *What keywords represent what your content is about?* Make sure and incorporate them in your bio. Once you have 1000 followers and you have turned your account into a business account you can also add a link to your bio, so immediately get to work on getting those first 1000 followers. You need to have a link in your profile ASAP! Your link should point to whatever you're promoting, but hopefully you take my advice and point that link to something that gets people on your email list!

**Step 3: Create A Content Strategy** – *What kind of content are you going to create and what do you want that content to do?*

For example, if you're in the natural health niche, you could create informational videos about natural ways to live a healthy lifestyle, funny videos about it, etc. Do some research to see what videos will work best for your niche! Following people on TikTok who are in your niche is a great way to do this. Pay attention to what videos that they create that get a lot of views and engagement and use those videos to get ideas for your own videos. And no... You don't have to dance, lip sync, shake any part of your body, or anything like that in your videos. Unless you want to. 😊

What I recommend is that you have a list of "*video types*" that you can refer to so you can have a variety of content. Video types would be things like...

- Behind the scenes content
- Tutorials
- Funny videos
- Quick tips

Storytime  
Stiches  
Q&A

There are so many of these “*video types*” out there, so do some research and make your list!

Your content strategy also needs to include a goal for every video you create. You should have a call to action on every video. To follow you, to like your content, to visit your profile and read your bio (*this will be KEY when you have your link in your profile*), etc.

Content type + video goal = your content strategy!

**Step 4: Understand The Algorithm** – The TikTok algorithm changes frequently. My best advice is to find a TikTok expert to follow because they will constantly provide information about the algorithm and any changes that happen. This will allow you to keep on top of TikTok tips and strategies too.

But in short, the TikTok algorithm is made up of many components like...

- 1.** How the user interacts – What they watch, click on, comment on, etc. TikTok shows more of the type of videos that a user interacts on, and that’s why it’s important that you create videos that get viewers to engage.
- 2.** Content evaluation – Every video is analyzed by TikTok including its content, captions, hashtags, and audio. It looks for relevance, engagement, and quality, and then shows that content **MORE** to users who are interested in that topic/content. **Using relevant keywords and hashtags in your captions will help your content get seen by the right audience.**
- 3.** Video performance: When you post a video, TikTok initially shows it to a small number of users. If those users engage positively (*like, share, comment, etc.*), the algorithm interprets the video as valuable and starts showing it to a larger audience. You **NEED** engagement to get out of this “*small audience*” stage and get lots of views.

I can't stress how important this is. You need to be getting engagement immediately so that TikTok will show your content to more than that initial small audience. If not then your video will JUST be shown to that audience. 😞

**4. Watch time:** Creating videos that get watched all the way through or for longer periods get more love from TikTok. The longer users watch, the more TikTok believes the content is engaging and will show it more to viewers. Make sure and research strategies that get your more watch time on your videos.

**5. Trend participation:** Engaging with trending challenges and using popular hashtags can expose your content to a larger audience and increase its chances of being recommended. Be careful with those hashtags though. If they aren't relevant to your content, then you should **NOT** use them!

Trends may not be relevant to your niche/business, but with a little brainstorming you might find ways that you can participate and still stick to your niche!

**6. Your engagement** – Your content is important, but it's also important that you engage with other users. Stitching content, commenting, and liking other people's content is also important.

Okay so that's the algorithm in a "nutshell". These are just some of the components and as I said you need to understand them all, how to adapt your content to them, and constantly stay on top of any changes to ensure you get the most people viewing your content.

**Step 5: Be Consistent** – Look, it takes time and patience to see organic traffic from TikTok. You must be in it for the long haul. That's true with **ALL** organic traffic, so be patient and most importantly be consistent.

Show up every day and post content. You can create several videos at a time and post them over time. When you run out of content "batch create" more, but you can save a lot of time and pressure by creating several videos at a time and publishing one at a time over time.

Now those are the initial steps, but as I said, there's a lot more that goes into each step. Especially content creation, getting your content seen, and growing your following. Having a lot of followers who interact is the **BIGGEST** key to getting a lot

of traffic from TikTok, but to do that you have to create content that gets engagement and makes people want to follow you!

**Okay, that's a wrap for Day 12!** TikTok has millions of users, and you can get the right users in front of your content and funnel them into your business. It starts with taking the steps I've given you here and then you creating content that gets those people from TikTok to **YOUR** website/business. Get started with the initial steps I gave you and then work consistently to grow your following and the traffic you get from TikTok!

And as always, you can post all questions in our **LearningIM.com Discussion Group** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

*See you tomorrow!*

Liz