

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on Day 2 and we are going to spend one more day making sure you're ready for traffic before we dive into actual strategies. Today I want to "unteach" you all the garbage you've been fed about getting website traffic, and I'm going to break it down for you in a very simple way.

Ready?

Let's get to it!

So, the other day I was reading a blog post from someone, and they were talking about the basics of building a website. They were talking about how no one pays attention to the basics because they think they **KNOW** the basics. However, most people who say they KNOW the basics of website building aren't even USING the basics and don't even have a website. 😬

So, when I tell you I'm about to cover the basics of website traffic and you immediately think, "*Well, I already know the basics.*" ask yourself if you're getting all the website traffic that you **NEED**. If that answer to that is **NO!**, then you need to come with me and let me teach you the basics.

Okay so first things first... I'm assuming that you actually have something to send traffic to. We covered this yesterday, but maybe it's a squeeze page that you're using to build your list (*this is the optimal thing you should have and be driving traffic to*) or maybe it's to your store or your sales page or your affiliate link or... I could go on and on here, but you get the idea. 😊

Some of you will scratch your head and think to yourself, "*Why do you have to even say that?*". Well, you'd be shocked at the number of people who come to me and want to know how to drive traffic and when I ask them what they want to drive traffic to they have no clue. So, if you don't have **SOMETHING** to drive traffic to

that's where you need to start! You don't even need to know about website traffic yet because you don't even have anything to drive traffic to.

Now for those of you who **DO** have something to drive traffic to, let's continue...

Here are the basics:

Website Traffic Basic #1: Is IT Ready?

Is what you are wanting to drive traffic to actually READY for traffic?

Does it look good? Is it easy to navigate? Does it have a strong call to action? There is a huge laundry list of things you need to ensure are in order for whatever it is that you're sending traffic to (*be it a squeeze page, a sales page, a blog post, etc.*). It needs to have ONE job and that job needs to be clear to the traffic coming to that destination.

Example time: If you're sending traffic to a squeeze page. You need to make sure you've got a good offer there that people will actually WANT, and copy that makes them want to get it right NOW, and an easy way for them to get it. *Why would you want to go through the effort of driving a bunch of traffic if what you're driving traffic to isn't going to get you the results you need?*

So, make sure whatever you're driving traffic to is ready for that traffic and it will work to get that traffic to do what you want it to do!

Next...

Website Traffic Basic #2: How Are You Going To Get Traffic?

Now the next step is deciding what route you want to go with getting the traffic.

This is where most people melt down and try EVERYTHING.

DO NOT do that!

I repeat... **DO NOT DO THAT!**

Is what you need to do is understand there are basically three ways to get traffic.

1. You can buy it.

You can pay for ads on social networks, you can buy advertising space on sites that offer it in your niche, and the list goes on and on.

If you KNOW that what you're driving traffic to will get you results (*meaning people buy from you, or optin to your list, or whatever result you want*) then this is a great option because you will be able to recoup your investment and then some.

However, if you don't KNOW that what you have gets results then you're going to spend A LOT of money getting it all figured out.

My rule of thumb with paid advertising is that I won't use it unless I KNOW I have something that will get results. Meaning someone subscribes or buys or signs up, etc.

2. You can borrow it.

When I say borrow, I mean use the traffic that others can send you. This is where you'll get affiliates to send you traffic and you pay them a percentage of your profits or pay them for actions their people take. There's a lot of ways to do this, but you need a product and an affiliate program.

Note: There is an amazing workshops that covers how to create your own affiliate program. It's called the ***Affiliate Program Kickstart Workshop*** at <https://learningim.com/affiliate-program-kickstart-workshop>

3. You can mine it.

This is where most other traffic tactics live. This is where you are doing things to get the traffic. You're "*mining*" it. You're digging for it. Tactics like blogging, social marketing, guest blogging, SEO, YouTube marketing, and the list goes on and on and on and on.

And mining it is where 85% of most people are at!

If you don't have money to invest in paid advertising and you don't want to have an affiliate program (*or can't*) then this is your only other option. That doesn't mean you'll have to do this forever, but this is where you will start.

So, that's a "*blanket*" explanation of ways to get website traffic. Each of the three I listed above have a several strategies within each. There are literally thousands of ways to get traffic, but at least you know your main options and where you need to start.

Are you buying, borrowing, or mining traffic?

Decide which of those things you are doing and then you will know what tactics to start with!

Okay, so to wrap things up here, let me tell you about the last basic thing you need to know when it comes to website traffic.

Listen closely to me because this is KEY!

Website Traffic Basic #3: The Daily Grind

No matter HOW you decide you're going to get it you need to make sure that you're doing SOMETHING to get traffic every single day.

Every...

Single...

Day...

If you're using paid advertising you need to make sure that your ads are working (*stat checking*), you need to be testing other ads against your ads to get them working better, you need to be looking for more places to advertise, etc.

If you're running an affiliate program you want to be working on reaching out to affiliates, creating new promotional tools, etc.

If you're mining it well that's hard to say because there's about a million different ways to mine it, but you need to be "*mining*" each and every day!

But you get the idea here. You need to be doing something each and every day no matter how you're driving traffic.

Okay so let's wrap up our talk on website traffic basics...

When it comes to the basics of website traffic you need to...

1. Make sure you have something that is ready for it.
2. Know how you're going to get it
3. Never stop getting it. When you stop driving traffic you stop getting results.
PLAIN AND SIMPLE!

Now I didn't get into super specific traffic tactics here and obviously it's because I needed to take you through the basics first. Is what you need to do now is decide how you're going to get traffic. Buy it, borrow it, or mine it and then only learn about those tactics. Nothing else matters except the kind of tactics that you will be using!

Okay, that's a wrap for Day 2. Another day with **A LOT** of information, but when you decide the **ONE** way you will be driving traffic and to **WHAT** you will be able to focus on **JUST** that and forget everything else.

Listen...

People fail with traffic because they don't know what they want to drive traffic to, and usually what they are driving traffic to isn't ready for traffic or doesn't convert traffic, and they are focused on too many ways to get traffic.

What I just told you truly is the key to website traffic, so remember this!

Know what you are going to drive traffic to.

Make sure it will convert for you.

Focus on ONE type of traffic.

Last thing... 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